

# Attachment A

**STATE OF WYOMING \* SECRETARY OF STATE  
BUSINESS DIVISION**

Herschler Bldg East, Ste.100 & 101, Cheyenne, WY 82002-0020  
Phone: 307-777-7311 · Website: <https://sos.wyo.gov> · Email: [business@wyo.gov](mailto:business@wyo.gov)

**Filing Information**



Please note that this form CANNOT be submitted in place of your Annual Report.

Name	Empire Holdings Group, LLC		
Filing ID	2018-000800683		
Type	Limited Liability Company	Status	Active

**General Information**

Old Name	Sub Status	Current
Fictitious Name	Standing - Tax	Good
	Standing - RA	Good
Sub Type	Standing - Other	Good
Formed in	Filing Date	04/26/2018 3:20 PM
Term of Duration	Delayed Effective Date	
	Inactive Date	

**Principal Address**

2370 York Rd  
Jamison, PA 18929

**Mailing Address**

2370 York Rd  
Jamison, PA 18929

**Registered Agent Address**

United States Corporation Agents, Inc.  
5830 E 2nd St  
Suite 8  
Casper, WY 82609

**Parties**

Type	Name / Organization / Address
Organizer	LegalZoom.com Inc

**Notes**

Date	Recorded By	Note
------	-------------	------

## Filing Information



Please note that this form CANNOT be submitted in place of your Annual Report.

Name	Empire Holdings Group, LLC		
Filing ID	2018-000800683		
Type	Limited Liability Company	Status	Active

### Most Recent Annual Report Information

Type	Original	AR Year	2024
License Tax	\$60.00	AR Exempt	N
AR Date	6/19/2024 2:51 PM		
Web Filed	N		
AR ID	10036970		

### Officers / Directors

Type	Name / Organization / Address
------	-------------------------------

#### Principal Address

2370 York Rd  
Jamison, PA 18929

#### Mailing Address

2370 York Rd  
Jamison, PA 18929

### Annual Report History

Num	Status	Date	Year	Tax
06062736	Original	01/13/2021	2019	\$50.00
Principal Address 1 Changed From: [REDACTED] To: [REDACTED]				
Principal City Changed From: Doylestown To: Lansdale				
Principal Postal Code Changed From: [REDACTED] To: [REDACTED]				
06062741	Original	01/13/2021	2020	\$50.00
06151768	Original	03/19/2021	2021	\$50.00
08254764	Original	03/03/2023	2022	\$60.00
Principal Address 1 Changed From: [REDACTED] To: 2370 York Rd				
Principal City Changed From: Lansdale To: Jamison				
Principal Postal Code Changed From: [REDACTED] To: 18929				
08254784	Original	03/03/2023	2023	\$60.00
10036970	Original	06/19/2024	2024	\$60.00

### Amendment History

ID	Description	Date
2024-005139509	Change of Agent	06/19/2024
Registered Agent # Changed From: No Value To: 0182653		
Registered Agent Organization Name Changed From: No Agent To: United States Corporation Agents, Inc.		
Registered Agent Physical Address 1 Changed From: No Office To: 5830 E 2nd St		
Registered Agent Physical Address 2 Changed From: No Value To: Suite 8		

## Filing Information



Please note that this form CANNOT be submitted in place of your Annual Report.

Name	Empire Holdings Group, LLC		
Filing ID	2018-000800683		
Type	Limited Liability Company	Status	Active
<hr/>			
Registered Agent Physical City Changed From: No Value To: Casper			
Registered Agent Physical County Changed From: Laramie To: Natrona			
Registered Agent Physical Postal Code Changed From: No Value To: 82609			
2024-005139503	Reinstatement - RA		06/19/2024
Filing Status Changed From: Inactive - Administratively Dissolved (No Agent) To: Active			
Inactive Date Changed From: 02/27/2024 To: No value			
2024-004691550	Delinquency Notice - Tax		04/02/2024
2024-004625348	Dissolution / Revocation - RA		02/27/2024
Filing Status Changed From: Active To: Inactive - Administratively Dissolved (No Agent)			
Inactive Date Changed From: No Value To: 02/27/2024			
2023-004519556	RA Resignation		12/20/2023
2023-004234821	RA Address Change		06/12/2023
2023-004067497	Reinstatement - Tax		03/03/2023
Filing Status Changed From: Inactive - Administratively Dissolved (Tax) To: Active			
2022-003698372	Dissolution / Revocation - Tax		06/09/2022
Filing Status Changed From: Active To: Inactive - Administratively Dissolved (Tax)			
Inactive Date Changed From: No Value To: 06/09/2022			
2022-003618590	Delinquency Notice - Tax		04/02/2022
2021-003105093	Reinstatement - Tax		01/13/2021
Filing Status Changed From: Inactive - Administratively Dissolved (Tax) To: Active			
2019-002568474	Dissolution / Revocation - Tax		06/09/2019
Filing Status Changed From: Active To: Inactive - Administratively Dissolved (Tax)			
Inactive Date Changed From: No Value To: 06/09/2019			
2019-002529470	Delinquency Notice - Tax		04/02/2019
See Filing ID	Initial Filing		04/26/2018





**Ed Murray**  
**Wyoming Secretary of State**  
2020 Carey Avenue, Suite 700  
Cheyenne, WY 82002-0020  
Ph. 307.777.7311  
Fax 307.777.5339  
Email: [Business@wyo.gov](mailto:Business@wyo.gov)

**WY Secretary of State**  
**FILED: 04/26/2018 03:20 PM**  
**ID: 2018-000800683**

## Limited Liability Company Articles of Organization

1. Name of the limited liability company:

Empire Holdings Group, LLC

2. This entity elects to be a close limited liability company: ☐

(You may refer to the Close Limited Liability Supplement for more information W.S. 17-25-101-W.S 17-25-109.)

3. Name and physical address of its registered agent:

(The registered agent may be an individual resident in Wyoming or a domestic or foreign business entity authorized to transact business in Wyoming. **The registered agent must have a physical address in Wyoming.** If the registered office includes a suite number, it must be included in the registered office address. A Drop Box is not acceptable. A PO Box is acceptable if listed in addition to a physical address.)

Name: United States Corporation Agents, Inc.

Address: 1623 Central Avenue, Suite 18, Cheyenne, WY 82001


(If mail is received at a Post Office Box, please list above in addition to the physical address.)

4. Mailing address of the limited liability company:

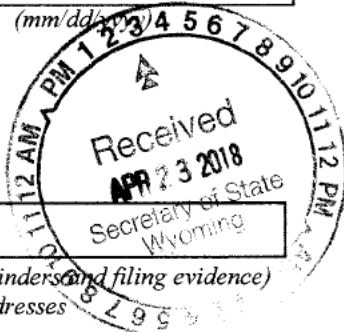
Doylestown, Pennsylvania

5. Principal office address:

Doylestown, Pennsylvania

Signature:   
(Shall be executed by an organizer.)

Date: 4/19/2018



Print Name: Cheyenne Moseley, Assist. Secretary, LegalZoom.com, Inc.

Contact Person: Cheyenne Moseley

Daytime Phone Number: (800) 773-0888 ext. 9724 Email: [bizcorefilings@legalzoom.com](mailto:bizcorefilings@legalzoom.com)

(Email provided will receive annual report reminders and filing evidence)  
\*May list multiple email addresses



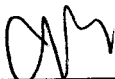
Ed Murray  
Wyoming Secretary of State  
2020 Carey Avenue, Suite 700  
Cheyenne, WY 82002-0020  
Ph. 307.777.7311  
Fax 307.777.5339  
Email: [Business@wyo.gov](mailto:Business@wyo.gov)

### Consent to Appointment by Registered Agent

I, United States Corporation Agents, Inc., registered office located at  
*(name of registered agent)*  
1623 Central Avenue, Suite 18, Cheyenne, WY 82001 voluntarily consent to serve  
*(registered office physical address, city, state & zip)*

as the registered agent for Empire Holdings Group, LLC  
*(name of business entity)*

I hereby certify that I am in compliance with the requirements of W.S. 17-28-101 through W.S. 17-28-111.

Signature:  Date: 4/19/2018  
*(Shall be executed by the registered agent.)* *(mm/dd/yyyy)*

Print Name: Cheyenne Moseley Daytime Phone: (800) 773-0888 ext. 9724

Title: Asst. Secretary, United States Corporation Agents, Inc. Email: bizcorefilings@legalzoom.com

Registered Agent Mailing Address  
(if different than above):

**\*If this is a current registered agent changing their registered address on file, complete the following:**

Previous Registered Office(s):

I hereby certify that:

- After the changes are made, the street address of my registered office and business office will be identical.
- This change affects every entity served by me and I have notified each entity of the registered office change.
- I certify that the above information is correct and I am in compliance with the requirements of W.S. 17-28-101 through W.S. 17-28-111.

Signature: \_\_\_\_\_ Date:   
*(Shall be executed by the registered agent.)* *(mm/dd/yyyy)*

**STATE OF WYOMING**  
**Office of the Secretary of State**

I, EDWARD A. BUCHANAN, SECRETARY OF STATE of the STATE OF WYOMING, do hereby certify that the filing requirements for the issuance of this certificate have been fulfilled.

**CERTIFICATE OF ORGANIZATION**

**Empire Holdings Group, LLC**

Accordingly, the undersigned, by virtue of the authority vested in me by law, hereby issues this Certificate.

I have affixed hereto the Great Seal of the State of Wyoming and duly executed this official certificate at Cheyenne, Wyoming on this **26th** day of **April, 2018**.



Filed Date: 04/26/2018

*Edward A. Buchanan*  
Secretary of State

By: Jordyn Gray

## 2023 Limited Liability Company Annual Report

Due on or Before: April 1, 2023  
ID: 2018-000800683  
State of Formation: Wyoming  
License Tax Paid: \$60.00  
AR Number: 08254784

### For Office Use Only

Wyoming Secretary of State  
Herschler Bldg East, Ste.100 & 101, Cheyenne, WY  
82002-0020  
307-777-7311  
<https://wyobiz.wyo.gov/Business/AnnualReport.aspx>

### Empire Holdings Group, LLC

#### 1: Mailing Address

2370 York Rd  
Jamison, PA 18929

#### 2: Principal Office Address

2370 York Rd  
Jamison, PA 18929

Phone: (212) 300-5776

Email: [peter@ecommerceempirebuilders.com](mailto:peter@ecommerceempirebuilders.com)

#### Current Registered Agent:

United States Corporation Agents, Inc.  
1623 Central Ave Ste 18  
Cheyenne, WY 82001

• Please review the current Registered Agent information and, if it needs to be changed or updated, complete the appropriate form available from the Secretary of State's website at <https://sos.wyo.gov>

I hereby certify under the penalty of perjury that the information I am submitting is true and correct to the best of my knowledge.

Peter PRUSINOWSKI

Signature

Peter PRUSINOWSKI

Printed Name

March 3, 2023

Date

**The fee is \$60 or two-tenths of one mill on the dollar (\$.0002), whichever is greater.**

#### Instructions:

1. Complete the required worksheet;
2. Sign and date this form; and
3. Return both the form and worksheet to the Secretary of State at the address provided above.

2024

ATTACHMENT A

**Limited Liability Company Annual Report**

Due on or Before: April 1, 2024  
 ID: 2018-000800683  
 State of Formation: Wyoming



ID: 2018-000800683  
 Filed: 06/19/2024 02:51 PM  
 AR Number: 10036970

Empire Holdings Group, LLC  
 2370 York Rd  
 Jamison, PA 18929

Current Registered Agent:

No Agent  
 No Office  
 Cheyenne, WY 82001

• Please review the current Registered Agent information above and, if it needs to be changed or updated, complete the appropriate form available from the Secretary of State's website at <https://sos.wyo.gov>

1. If the mailing address listed above is incorrect, the new address is:  
Yes
2. If the principal office address is not the same as the mailing address above, it is:  
Yes
3. Email address:  
angela@empiretaxadvisors.com

I hereby certify under the penalty of perjury that the information I am submitting is true and correct to the best of my knowledge.

Signature

Peter Prusinowski  
 Printed Name

5/30/2024  
 Date

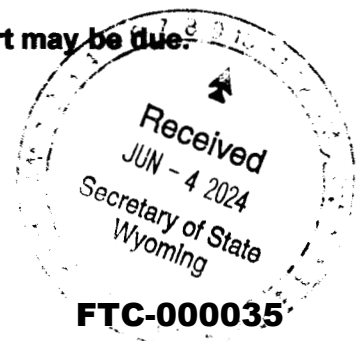
**The fee is \$60 or two-tenths of one mill on the dollar (\$.0002), whichever is greater.**

**Instructions:**

1. Complete the required worksheet;
2. Sign and date this form; and
3. Return both the form and worksheet to the Secretary of State at the address provided above.

**Note:** In lieu of filing this form, you may file the annual report and pay the fee electronically by accessing the Secretary of State's online filing system at <https://wyobiz.wyo.gov>.

**\*Records show this entity is delinquent so more than one report may be due.**



PX1

FTC-000035

# Attachment B



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**Updated invitation from an unknown sender: [REDACTED] - Ecommerce Platinum Program @ Tue Apr 16, 2024 9:30am - 10am (MDT)**

1 message

---

**Derek Wilson** <derek@ecommerceempirebuilder.com>

Mon, Apr 15, 2024 at 9:51 AM

Reply-To: Derek Wilson <derek@ecommerceempirebuilder.com>

To: [REDACTED]

**This event has been updated**

**Changed:** time

## Attachment B

Attendee:

Meeting type

Ecommerce Platinum Program

Team member:

Derek Wilson

PLEASE READ::

IMPORTANT MESSAGE: My name is Derek and I'm with Ecommerce Empire Builders. I am looking forward to connecting with you for your Strategy Session! I'll be calling you from 208-997-4274. Talk Soon!

Customer's cancel/reschedule link:

<https://go.oncehub.com/2CommaFunnelBuild?Params=20F2DAE8191B67E41E3C2B18F2FA11DE9218B21C87D2A0842EF687FBB99364EE>

Booking ID:

BKNG-HFMUA85C0SE3

Customer's mobile phone:

Please accept these terms:

Pete, the time I picked works for me as well as any other decision makers that may need to be on the call. I promise to put this appointment on my calendar, and answer the phone when you call because I respect you and your team's time

**When** CHANGED

Tuesday Apr 16, 2024 · 9:30am – 10am (Mountain Time - Boise)

~~Friday Apr 12, 2024 · 9:30am – 10am (Mountain Time - Boise)~~**Location**

IMPORTANT MESSAGE: My name is Derek and I'm with Ecommerce Empire Builders. I am looking forward to connecting with you for your Strategy Session! I'll be calling you from 208-997-4274. Talk Soon!

[View map](#)**Guests**

Derek Wilson - organizer

[View all guest info](#)Reply for 

Yes

No

Maybe

More options



# Attachment C

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 2423027  
TITLE ECOMMERCE EMPIRE BUILDERS  
DATE RECORDED: APRIL 16, 2024  
TRANSCRIBED: JUNE 20, 2024  
PAGES 1 THROUGH 37

EEB UC CALL DEREK WILSON\_4\_16\_24

2

EEB UC Call Derek Wilson\_4\_16\_24  
Ecommerce Empire Builders

4/16/2024

1 FEDERAL TRADE COMMISSION

2 I N D E X

3

4 RECORDING:

PAGE:

5 EEB UC Call Derek Wilson\_4\_16\_24

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EEB UC Call Derek Wilson\_4\_16\_24  
Ecommerce Empire Builders

4/16/2024

1 FEDERAL TRADE COMMISSION

2

3 In the Matter of: )

4 ECOMMERCE EMPIRE BUILDERS ) Matter No.

5 ) 2423027

6 -----)

7 April 16, 2024

8

9

10

11 The following transcript was produced from a  
12 digital file provided to For The Record, Inc. on June  
13 7, 2024.

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4/16/2024

1 P R O C E E D I N G S

2 - - - - -

3 EEB UC Call Derek Wilson\_4\_16\_24

4 DEREK WILSON: Hello, [REDACTED]?

5 MARK JOYNER: It's [REDACTED]. Who is this, man?

6 DEREK WILSON: Hey, this is Derek, calling  
7 from Peter Pru's office, E-Comm Empire Builders.

8 MARK JOYNER: Hey. How you doing, man?

9 DEREK WILSON: Good, good. So you were  
10 having some internet issues the other day.

11 MARK JOYNER: Yeah. Sorry about that, man.  
12 Great. I appreciate you rescheduling this call, man.  
13 It's -- we were having some windstorms. It kept  
14 crashing out, and I just -- my mic wasn't coming back  
15 on, man. I greatly appreciate you rescheduling that,  
16 man.

17 DEREK WILSON: Oh, yeah, yeah. No worries.  
18 Well, definitely kind of did it to chat with you here.

19 MARK JOYNER: Awesome.

20 DEREK WILSON: I do want to let you know we  
21 do record all of our calls for quality reasons, so I  
22 got to give you a heads-up there. But, yeah, having  
23 said that, I always like to -- to just kind of start  
24 off and give you an overview, kind of what -- what  
25 Peter has me do here and what -- what my role is, if

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4/16/2024

1 that's okay.

2 MARK JOYNER: Sure, absolutely.

3 DEREK WILSON: Great. So, yeah, kind of the  
4 same way, I guess, yeah, I'd imagine that you want to  
5 make sure that you're working with the right people,  
6 make sure the right model would -- would be in place  
7 for you with this business.

8 MARK JOYNER: Mm-hmm.

9 DEREK WILSON: Really, same thing goes for  
10 us. With what we do, [REDACTED], it is quite a bit  
11 different than some of your more -- I guess your,  
12 like, more traditional e-commerce type -- type  
13 businesses out there. So, yeah, Peter has me get an  
14 understanding of kind of where you'd be coming into  
15 this, a little bit more about what you're looking to  
16 accomplish, make sure we feel like obviously we can  
17 help you, and then, yeah, if it is something to where  
18 it lines up for us to work together, great. We can  
19 extend an invitation, bring you onboard, kind of take  
20 the journey together.

21 On the flip side of that, if it's something  
22 to where it doesn't make sense, we typically shake  
23 hands and part as friends. Is that fair?

24 MARK JOYNER: Fair enough, brother.

25 DEREK WILSON: Awesome. So having said

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4/16/2024

1 that, I guess, then, if you wouldn't mind, would you  
2 maybe just kind of give me, like, an overview of,  
3 yeah, where you are coming into the call and -- and by  
4 that, like if you currently have anything in place  
5 online right now, if this is maybe a little bit more  
6 brand new, or, yeah, just kind of where we're starting  
7 from, and then we can go from there.

8 MARK JOYNER: No, it's -- it's -- it's  
9 completely brand new on my end, man. I -- I actually  
10 just -- there's some friends that do some different  
11 things online, you know, in some e-commerce space, you  
12 know, got some Shopify stores, got some things cooking  
13 like that. And I just said, you know, I want to kind  
14 of branch out, kind of look at -- look at it my own  
15 way and kind of did some research, did some Google  
16 search, you know, just some generic search.

17 I'm kind of really new to this space. I  
18 don't know much about, you know, creating a platform  
19 to sell what I think would be good, you know, in  
20 the -- in the -- in the marketplace, if you will. So  
21 I just started doing some e-commerce kind of research,  
22 and you guys kind of popped up as, like a -- you know,  
23 a -- a top-tier place, man. That's how I got -- got  
24 in touch with you guys and went through the videos.

25 And, man, it's a lot of content. I mean,

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1 it's -- you know, I was watching all the videos and  
2 kind of coming across all that information and just,  
3 you know, booked a call to see how -- you know, how I  
4 can make it work.

5 DEREK WILSON: Awesome. No, that's great.  
6 That's great. So, then, up to this point, haven't --  
7 haven't gotten to where you built anything or launched  
8 anything or any of that, right? Still just kind of in  
9 that mostly brand new space, I would say?

10 MARK JOYNER: One hundred percent.

11 DEREK WILSON: Okay. Awesome. And, then,  
12 are you looking at doing this as a way to, like,  
13 replace an income? Is it a way to -- to supplement an  
14 income? Is -- just something as -- I guess what the  
15 kids call a side hustle or what? What do you envision  
16 maybe this being?

17 MARK JOYNER: Oh, I'm -- I'm kind of being  
18 as open as I can, you know. I -- you know, I work,  
19 you know, kind of have my own income source of, you  
20 know, what I do as a -- as my occupation, and just  
21 kind of seeing if it's something -- you know, and I --  
22 now, correct me where I'm wrong, the things that I  
23 state, but I just kind of remember through some of the  
24 videos there's a couple of different programs.  
25 There's some -- you know, where you guys manage the

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4/16/2024

1 program, and then there's other programs where I think  
2 you kind of give, like, an education or like a -- a  
3 coaching kind of -- a university, academy situation,  
4 where you give, you know, the background and, you  
5 know, we're off and running that way. So I was kind  
6 of open to, you know, any way it could really be done  
7 to generate income really on the side.

8 DEREK WILSON: Okay. Awesome, awesome. So  
9 -- so mainly, then, you know, just -- just trying to  
10 generate some additional income and then maybe if it  
11 really took off for you, make some adjustments at that  
12 point to -- to what -- what all you have going on?

13 MARK JOYNER: Yeah. That's certainly a  
14 possibility, absolutely.

15 DEREK WILSON: Okay. All right, great.  
16 Yeah, so, there's -- there's always two things and --  
17 and I do appreciate, [REDACTED], just kind of -- kind of  
18 getting me up to speed there.

19 MARK JOYNER: Yeah.

20 DEREK WILSON: So there's always kind of two  
21 things that -- that I like to start with, because if  
22 this is something to where -- if it's not going to be  
23 a good fit, then obviously I'm not here to waste your  
24 time or -- or waste my time, for that matter.

25 So the first thing is, is that when it

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4/16/2024

1 comes to a lot of your -- I guess what a lot of people  
2 would consider to be kind of your more traditional e-  
3 commerce type stores, you know, your Amazons, your  
4 eBays, your Walmart.coms, Etsy, Shopifies, there's --  
5 there's a ton of them out there.

6 MARK JOYNER: Yeah.

7 DEREK WILSON: We actually don't work with  
8 any of those, and there's a couple different reasons  
9 for that, and maybe there's a review from the videos,  
10 but mainly it's because, number one, you may not  
11 actually completely own the whole business; and then,  
12 number two, we don't necessarily feel like it gives  
13 you much of an advantage anyways, if any.

14 So having said that, the direction that we  
15 do go in is going to be more in the store funnels  
16 because with some of these more traditional types of  
17 e-commerce platforms, you may not own the customer  
18 communication, the customer data. Some of them can  
19 essentially shut you down without you knowing about  
20 it. Amazon's fairly notorious for that. So, again,  
21 that's -- that's really why we go in that sales funnel  
22 direction. And the platform we use is one that --  
23 that Peter actually built out called -- called Store  
24 Funnels.

25 MARK JOYNER: Mm-hmm.

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4/16/2024

1 DEREK WILSON: And, yeah, really kind of the  
2 key with that, [REDACTED], is that you would own it, you  
3 would control it. You would own the customer  
4 communication, customer data, and then it does also do  
5 something else that a lot of other platforms can't,  
6 which is incorporate a subscription model. So I tell  
7 you that not to try to trash, you know, Amazon or eBay  
8 or any of those, Shopify, whatever. It's just a  
9 different path.

10 And, so, knowing that we do go in that  
11 different direction, I guess is that something that --  
12 that you're okay with, or -- or, yeah, I guess at  
13 least open to?

14 MARK JOYNER: Yeah, open to, but, you know,  
15 what -- what you're kind of describing when you say,  
16 you know, take ownership and -- and, you know, it's a  
17 model you say Peter built out himself, you know, I'm  
18 open to hearing how that works. You know, I saw a few  
19 in the videos, but, you know, I -- I don't want to say  
20 I'm a tech newbie, but a lot of it did -- you know,  
21 kind of made sense, but, you know, I -- I guess in a  
22 bigger picture, how you can really make money with the  
23 buildout that Peter is providing, you know?

24 DEREK WILSON: Mm-hmm.

25 MARK JOYNER: And that -- that's kind of,

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1 you know, my -- looking at it from a, you know,  
2 beginnings of this where people -- and I heard you say  
3 sometimes Amazon can throw you off or, you know, kick  
4 you out or -- or whatever have you, and you really  
5 don't have ownership over, you know, the product in it  
6 -- or -- or how you govern a product into the  
7 marketplace, if you will. And that's kind of what's  
8 important to me.

9 DEREK WILSON: Yeah, yeah. No, absolutely.  
10 Absolutely, and we -- we'll definitely cover that.

11 MARK JOYNER: Okay.

12 DEREK WILSON: Kind of walk you through what  
13 that looks like. The second thing, real quick, before  
14 we dive into that, is, you know, just kind of full  
15 transparency with this, [REDACTED]. Like, I've been in the  
16 -- the online world for about 15, 16 years now.

17 MARK JOYNER: Okay.

18 DEREK WILSON: Have my own business, and  
19 over the years, and it sounds like again kind of being  
20 newer to this maybe you haven't experienced, but I've  
21 actually been on a lot of calls like this, kind of  
22 sitting on -- sitting in your seat.

23 MARK JOYNER: Mm-hmm.

24 DEREK WILSON: You know, I've -- I've made  
25 investments into coaching/mentoring business, all of

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1 that type of stuff over the years, and just from my  
2 experience, like, one thing I'll tell you that I hate  
3 is when someone wants to, you know, hop on a call like  
4 this, take up 45 minutes, an hour of my time, go  
5 through a bunch of fluffy salesy stuff, and then wait  
6 'til the very end to start pulling all these different  
7 costs or investments out of their hat like it's some  
8 Houdini trick. So I just like to be as up-front with  
9 it as I possibly can and kind of what it would look  
10 like for us to work together.

11 So having said that -- and obviously we'll  
12 walk through the details of it --

13 MARK JOYNER: Mm-hmm.

14 DEREK WILSON: -- but really kind of our --  
15 our platinum program boils down to two main phases  
16 within it. So the first phase is going to be the  
17 buildout. So this is going to be everything from, you  
18 know, the initial strategy of niche audience research,  
19 product research, you know, making sure all of that is  
20 in line.

21 From there, we do the full buildout. So  
22 that's essentially everything that would need to be in  
23 place in -- in terms of infrastructure for this  
24 business to be able to launch. That's -- that's  
25 everything, again, from your landing page, your sales

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1 page, your up-sell pages, your abandoned shopping cart  
2 email sequences, your -- your initial ad, ad copy, ad  
3 creative. So, really, again, kind of everything that  
4 would need to be in place in order for you to have  
5 this business up and launched.

6 After that -- and -- and that process, [REDACTED],  
7 it takes about 30 days for us to put it together.

8 MARK JOYNER: Mm-hmm.

9 DEREK WILSON: After that, really there's  
10 kind of two different directions that we can go, and  
11 you -- you kind of brought this up a minute ago, but  
12 kind of I guess maybe the first option would be --  
13 maybe on the more kind of conservative side of it  
14 would be that as soon as we -- we launch this  
15 business, what we're doing at that point would be kind  
16 of working hands-on with you to coach you, mentor you,  
17 guide you, because now essentially that we have it  
18 launched, everything is in place, we can say, okay,  
19 here's -- this is why it's working; this is how it's  
20 working; and now let us kind of take you by the hand  
21 and walk you through what needs to be in place in  
22 order for this business to continue scaling.

23 So it'll be really you kind of doing the  
24 implementation side of the scaling after everything is  
25 built, but us kind of working hand-in-hand, multiple

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1 different ways that we're coaching you and guiding you  
2 and mentoring you through that.

3 The other option would be -- which would be,  
4 I guess, probably considered more of an aggressive  
5 option, would be that we -- as soon as we're done with  
6 the buildout, we also implement what is called our  
7 automated ads management. And, so, that's essentially  
8 where Peter and our team become the marketing arm of  
9 your business, and they're actually in there, kind of  
10 doing these scaling phases that we would -- had been  
11 teaching you in that first phase.

12 So rather than you implementing it, Peter  
13 and our team would actually deploy the automated ads  
14 management and would actually be implementing all  
15 those different growth strategies within your  
16 business. So important to understand, we're not  
17 trying to own the business; we're not trying to, you  
18 know, profit-share or any of that; what we would  
19 become is an extension of it.

20 So -- and then one other thing with the  
21 automated ads management is that you would also -- we  
22 would place a virtual assistant within the business  
23 for you as well while we're doing that to just kind of  
24 take some of the -- the administrative tasks off of  
25 your desk, whether that's, you know, answering emails

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1 or -- or just kind of maybe some of the things you  
2 don't want to do, don't have time to do if you're  
3 still working a full-time job.

4 MARK JOYNER: Mm-hmm.

5 DEREK WILSON: So those -- those are really  
6 the two different directions that we can go. On the  
7 more conservative route, where we do the full  
8 buildout, we would be coaching you, mentoring you,  
9 guiding you for six months after that, should be more  
10 than enough adequate time to be able to get you up to  
11 speed on everything. The investment for that, [REDACTED],  
12 would be 15K.

13 If we wanted to do the full boat with the  
14 automated ads management after the buildout, that  
15 would be in place for -- for six months as well after  
16 we launch with you. That would be a 35K investment.  
17 So really those are kind of the two different  
18 directions that we can go in, depending on maybe how  
19 much time you want to put into it or if you want to  
20 have us do more.

21 Have people that go either direction.  
22 Either direction is fine. Obviously, we'll be able to  
23 help you. It just kind of comes down to what would  
24 potentially make the most amount of sense for you.  
25 So, yeah, I guess knowing that -- that we can go in in

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1 a couple different directions there.

2 Any questions around that, or does one  
3 option maybe seem to be better than the other, or,  
4 yeah, just wanted to get your thoughts on that.

5 MARK JOYNER: So you're saying in the -- in  
6 the phase one, where you do the buildout and you give  
7 the education, you give the training for six months,  
8 right? If -- if --

9 DEREK WILSON: Yep.

10 MARK JOYNER: -- and, then, by six months,  
11 you should be up to speed and running, and then you  
12 get this digital assistant to handle all the kind of  
13 tasks that -- that may consume time, if you will,  
14 emails and those sort of things there. Then the --  
15 and that's 15K initial investment, right? If I'm --  
16 if I heard --

17 DEREK WILSON: Yeah. So the -- the 15K  
18 would not have the -- the VA. The 35K is when you  
19 would --

20 MARK JOYNER: Oh --

21 DEREK WILSON: -- have the VA.

22 MARK JOYNER: -- okay, okay.

23 DEREK WILSON: Yeah.

24 MARK JOYNER: Thank you.

25 DEREK WILSON: So the -- the 15K would cover

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1 all of the buildout process, and when I say buildout,  
2 that kind of has an umbrella over several different  
3 things. That, again, is going to be everything from  
4 us doing -- from the very first step, right? Like  
5 your -- your niche audience research to make sure that  
6 we're able to target the right people, you know, all  
7 of the product research to make sure that the products  
8 are going to be profitable and sellable.

9 MARK JOYNER: Mm-mm.

10 DEREK WILSON: You know, kind of walking you  
11 through the -- all of that strategy. We also do like  
12 a free consultation day, get you set up with an LLC  
13 for -- for tax purposes for this business. And, then,  
14 obviously, like the actual physical infrastructure,  
15 right, or I should say digital infrastructure that's  
16 all built out in terms of now that you have -- we've  
17 helped you identify your niche audience, now that we  
18 have the product and the up-sells for the funnel side  
19 of this, now we're able to actually build out all of  
20 the infrastructure.

21 And then, yeah, it usually takes about 30  
22 days. We'll launch it with you at that point, and  
23 then for the next six months after that, we'd be doing  
24 three different times a week live Zoom calls, give you  
25 unlimited access to reach out to us with questions.

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1 You'd have a -- an account manager that you could  
2 reach out to as well through that process. It does  
3 also include our full E-comm Empire Building Academy,  
4 so all of our online content. So really with that,  
5 like, we're going to be kind of all around you  
6 throughout the process.

7 MARK JOYNER: So what -- what happens, let's  
8 say, at month seven after that process?

9 DEREK WILSON: Yeah, I mean, ideally, at  
10 month seven, you know what to do, you know how to do  
11 it, and you don't need our help anymore, right? Six  
12 months, when you're -- when you're kind of immersing  
13 yourself into this --

14 MARK JOYNER: Mm-hmm.

15 DEREK WILSON: -- I'm not saying that you'll  
16 be an expert in everything, but you should have a  
17 really, really good understanding, provided you're  
18 doing your part, on what's going on and how to  
19 continue scaling it. I guess worst case scenario  
20 would be that let's say you get to the end of that six  
21 months and you're like, you know what, this has been  
22 going good, but I just don't feel comfortable being on  
23 my own, you also could, at that point, potentially add  
24 on a little more coaching, which would be very much  
25 discounted because obviously at that point you no

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1 longer need a build, you no longer need niche audience  
2 research, product research, or any of that. So you  
3 could always just do some -- some additional coaching  
4 at that point for a relatively low cost.

5 MARK JOYNER: Okay.

6 DEREK WILSON: Yeah.

7 MARK JOYNER: Okay. And let me think here.  
8 Just jotting down a few things here. So it -- now,  
9 correct me if I'm -- I'm -- I'm reading some of the  
10 videos, because it was a lot of videos and a lot of  
11 content, like I said.

12 DEREK WILSON: Yep.

13 MARK JOYNER: You -- the -- the first  
14 program would kind of be that academy thing with  
15 the -- with the access points and the -- the  
16 information, and then the second program is more of  
17 the -- the done-for-us or done-for-you program. Is  
18 that -- is that accurate?

19 DEREK WILSON: Yeah, so the first -- the  
20 first level at -- like at the 15K --

21 MARK JOYNER: Yeah, mm-hmm.

22 DEREK WILSON: -- yeah. So that's where --  
23 we would be coaching you and mentoring you through  
24 that entire process.

25 MARK JOYNER: Okay.

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1                   DEREK WILSON: We would just -- essentially,  
2     you would just be implementing it. So it could be  
3     something like we're on a Zoom call, and it's like,  
4     hey, you know, let's -- let's go here and tweak this,  
5     let's -- let us show you how to do that so you can go  
6     and make that change. You know, if we're looking at  
7     these metrics and it's saying to do this, like, this  
8     is what it means, this is why it means that, like,  
9     here's -- here's what we need to do to correct this,  
10    right?

11                  So we're kind of there hand-in-hand with you  
12    through that entire process, because, really, like  
13    once -- once the product is figured out, once a niche  
14    audience is figured out, all of that kind of baseline  
15    that we do --

16                  MARK JOYNER: Mm-hmm.

17                  DEREK WILSON: -- at the beginning of -- of  
18    either of these options --

19                  MARK JOYNER: Mm-hmm.

20                  DEREK WILSON: -- really the only thing  
21    after that that needs to -- to happen is -- is for  
22    more and more people to see your offer and more and  
23    more people to buy it, right? And, so, whether that's  
24    us teaching you how to scale on that first option, or  
25    on the second option would be us actually doing it for

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1 you, to where, you know, kind of Peter's team would be  
2 actually doing the scaling for you in terms of funnel  
3 optimizations, ad optimizations, all of that --

4 MARK JOYNER: Mm-hmm.

5 DEREK WILSON: -- we would be doing that, so  
6 that's really kind of the separation is whether we're  
7 actually doing it ourselves for you, essentially, or  
8 whether we're teaching you and then you're doing the  
9 implementation. So what I don't want you to feel like  
10 is you're just going to have some online course and,  
11 you know, we charge you 15K, we -- we do the buildout  
12 and then we send you down a -- you know, a rabbit hole  
13 of videos.

14 No, it's -- it's more about -- we do the  
15 buildout, we do three times a week of live Zoom calls  
16 so you can hop on there. That's either with Peter,  
17 Jordan, or Ali from our team.

18 MARK JOYNER: Mm-hmm.

19 DEREK WILSON: And, then, yeah, you have the  
20 unlimited ability, so if you do get stuck at any  
21 point, you can reach out to us, ask us those  
22 questions. And, then, you do still have, again, all  
23 of the online curriculum there as a way to continue  
24 navigating if you do have -- you know, everything is  
25 broken down there, step by step, so it also allows you

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1 to get in -- get in -- you know, any additional  
2 information that way.

3 MARK JOYNER: Right, gotcha. And when  
4 you're talking about scaling, can you give, like, I  
5 don't know, a brief description of what that exactly  
6 means? I've heard it a few times. I want to make  
7 sure I understand it completely.

8 DEREK WILSON: Yeah. So really what it is,  
9 is just when -- when it -- so, to kind of back up a  
10 little bit --

11 MARK JOYNER: Okay.

12 DEREK WILSON: -- would be -- yeah, so when  
13 it comes to the scaling side of it, what -- what that  
14 really comes down to is just kind of turning the right  
15 levers --

16 MARK JOYNER: Mm-hmm.

17 DEREK WILSON: -- to make it more  
18 profitable, right? So what -- the way that we're  
19 driving traffic is going to be through, like, social  
20 media apps -- Facebook, Tik-Tok, YouTube, Instagram,  
21 whatever.

22 MARK JOYNER: Mm-hmm.

23 DEREK WILSON: So what we'll do when we do  
24 the full buildout is we'll also build out your first  
25 ad, your ad copy, your ad creative, because, like, you

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1 could have the -- the most wonderful funnel that's  
2 ever existed, but if no one knows that it exists, no  
3 one's going to buy anything from you, right?

4 MARK JOYNER: Gotcha.

5 DEREK WILSON: There's literally millions  
6 and millions, if not billions, of websites out there,  
7 and so that's why we actually start with the niche  
8 audience research. A lot of people will start with,  
9 like, products, but the reality is is that most likely  
10 you're not going to have a proprietary product, right?  
11 Like, you're not going to be inventing something  
12 between now and 30 days from now.

13 So what we're doing, obviously, is drop-  
14 shipping, like products that are already available.  
15 So, now, it becomes a matter of what separates you  
16 from the rest of the market, what separates your  
17 product from anybody else who might be selling that  
18 product, right? Like, that's a question I get all the  
19 time.

20 Well, the reality is, what -- what separates  
21 us is the marketing side of this. It's being really  
22 good at understanding who -- what they call your  
23 avatar is, right, like who it is that you're targeting  
24 with your offer, what is the compelling sales copy  
25 that's going to provide them, you know, with the

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1 gentle nudge, if you will, to actually buy.

2 So, now, when it comes to the scaling side  
3 of it, we're able to start with our -- you know,  
4 literally Peter's decade of experience within this  
5 exact type of -- of industry, so we have a good  
6 understanding of what's going to work and what's not  
7 going to work.

8 Now, having said that, no one knows for sure  
9 what's going to work and what's not going to work  
10 because every business is a little bit different, and  
11 anybody who tells you different is lying to you. So  
12 there's always going to be kind of this -- this game  
13 of -- of testing and scaling and tweaking and making  
14 adjustments.

15 So when it comes to the scaling side of it,  
16 really what that means is it could be making  
17 adjustments to your Facebook ad, right, like having a  
18 different headline. Or it could be, you know, putting  
19 the button somewhere else, or it could be in the  
20 actual funnel itself, like are people falling off  
21 after the first offer and not buying the second offer,  
22 right?

23 So there's all these different things kind  
24 of within the business, and I don't want to get, like,  
25 so far in the weeds to where it confuses you --

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1 MARK JOYNER: Mm-hmm.

2 DEREK WILSON: -- because, you know, it does  
3 take a little bit of time to -- to kind of walk you  
4 through this process. But really what we're doing at  
5 that point is being able to take a look at everything  
6 that's happening, look at the metrics, compare them  
7 against the metrics that we know we should be hitting,  
8 and then at that point, we can advise you, coach you,  
9 mentor you on how to make those tweaks.

10 Again, it could be updating a -- what they  
11 call a CTA on your website, a call to action, right?

12 MARK JOYNER: Mm-hmm.

13 DEREK WILSON: It could be silly things that  
14 -- that some people might think are silly, which is  
15 changing a button from, you know, green to blue or  
16 blue to green. There's all these weird little kind of  
17 nuances that actually trigger behavior differently.  
18 So when it comes to the scaling side of it, it's  
19 essentially taking what you're doing and what we have  
20 built out --

21 MARK JOYNER: Mm-hmm.

22 DEREK WILSON: -- and running traffic  
23 through it and then being able to optimize it based on  
24 the results.

25 MARK JOYNER: And -- and between the -- the

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1 two different programs or phases or -- or investment  
2 opportunities you have there for the buildouts between  
3 the 15 and 35, where are you guys seeing -- what are  
4 your metrics telling you that you're seeing the -- the  
5 best return of investment?

6 DEREK WILSON: Well, I mean, you're --  
7 you're always going to have kind of -- at least  
8 initially -- better results with the automated ads  
9 management, right, because we're able just to kind of  
10 be doing it. So it's -- it's just more of a speed  
11 thing than anything.

12 MARK JOYNER: Mm-hmm.

13 DEREK WILSON: You know, when you're coming  
14 into this and brand new and haven't ever done this, I  
15 don't care how smart you are, how many years you've  
16 been in business or any of that stuff because I talk  
17 to people all over the spectrum. There's always going  
18 to be at least a little bit of a learning curve there.

19 MARK JOYNER: Mm-hmm.

20 DEREK WILSON: So, I mean, but -- but having  
21 said that, like we've -- we've had people that are in  
22 our seven-figure club that have come in and they've  
23 never done the automated ads management, so they've  
24 never done that more aggressive side of it. They've  
25 started off on the lower level and worked through it

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1 with our coaching and mentoring.

2 We have other people that absolutely crush  
3 it with automated ads management because kind of what,  
4 you know, you know, I guess just again, to be  
5 completely blunt, like the same process that led you  
6 to this call is the same process that we're building  
7 out for you to lead people into your funnel as well.  
8 And, so, obviously what we do works or else you and I  
9 wouldn't be on the phone.

10 And, so, if we're actually doing that for  
11 you, it just allows us to kind of dive in there and  
12 get that process done more quickly. If you're doing  
13 it yourself, it might take a little bit longer, but  
14 you're also saving yourself 20 grand, right? And, so,  
15 I'm not here to tell you how to invest your money into  
16 -- into what or what makes sense for you.

17 There's definitely going to be pros and cons  
18 to -- to kind of either one, right? Like with the  
19 automated ads, you're going to start with a much --  
20 much more substantial investment, and realistically,  
21 it's going -- just things are going to happen faster.

22 But on the flip side of that, you know, I  
23 always think it's -- it's great as well to know your  
24 business inside and out, and if you're starting with  
25 the more conservative level, it allows us to be

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1 teaching you, walking you through all of that, and  
2 then once the business really gets up and going, you  
3 can decide, hey, I actually want to outsource some of  
4 these things, I know them, I understand them, I just  
5 don't like them, I don't want to do them. Great, you  
6 have that knowledge to be able to do that as well, and  
7 you can start making some of these decisions at that  
8 point.

9 MARK JOYNER: I got you. Gotcha. So is --  
10 and when you say finding these niche products and  
11 these products, how does that process work? Like,  
12 what makes the determination of what you're actually  
13 going to be selling?

14 DEREK WILSON: Yeah, so basically kind of  
15 the -- the process, the -- the way that this whole  
16 thing would start is if, like, let's say, for example,  
17 you're, like, yep, let's do it, ready to go, whatever  
18 option.

19 MARK JOYNER: Mm-hmm.

20 DEREK WILSON: Why start at the same spot?  
21 So the very first thing that we do is obviously we  
22 have a terms of service agreement contract, all that,  
23 make sure it's -- it's all, you know, official. You  
24 know, there are a lot of fly-by-night companies out  
25 there, and so we want to make sure, hey, you know

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1 we're -- we're contractually obligated to work with  
2 you.

3 From there, we schedule with an onboarding  
4 call with Steve Swiat. He's our community manager  
5 here, and really the -- the two of you are starting  
6 off with -- with kind of two critical paths. Number  
7 one is to identify your niche audience, right? Again,  
8 what a lot of people do when they start an online  
9 business is they go out there, they find some random  
10 product, they throw it on one of these e-store  
11 platforms, and then they just launch it and typically  
12 nothing happens.

13 Well, for the vast majority of individuals,  
14 what they do, they throw their hands up, they say this  
15 stuff's all scam, they quit. Well, a big part of that  
16 is because it's -- it's almost like if you were going  
17 to go start a -- like, if you were going to go start a  
18 -- you know, open up a bakery down the road. You  
19 probably then wouldn't go and start advertising to  
20 people who are looking for, like, car tires or  
21 something, right? Like, obviously, you'd want to make  
22 sure you're marketing to people who are interested in  
23 baked goods.

24 Well, again, when it comes to the online  
25 world, people always just think, well, there's just --

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1 you know, there's a billion people using the internet,  
2 like if -- I can just throw something out there and  
3 somebody will buy it. Well, no, because people still  
4 need to be targeted. So we typically kind of start  
5 with a niche audience product all in mind, and with  
6 the product side of it, we go through a three-step  
7 process.

8 Step one would be if you are coming into  
9 this and you already had a product, [REDACTED], that -- that  
10 you were selling, let's say online. Great, we'd take  
11 a look at it, do the research, the metrics, see if it  
12 makes sense or not. If it does, perfect, we could  
13 build the funnel out around that. Most people I talk  
14 to, though, they're not starting from that. They're  
15 typically -- they don't have a product.

16 So, then, at that point, we would go to step  
17 number two, which is trying to find some products or  
18 offers that -- that you have some type of -- of  
19 interest in, whether that's a passion or a hobby, you  
20 know, some people whether it's golf or fishing or  
21 whatever, like we try to go that route just because it  
22 makes it a little bit more fun. And then our team  
23 will do the research and metrics behind that, and then  
24 we'll bring some options to the table based on that.

25 The last one would be -- it's kind of step

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1 three, would be if you come in, it's like I don't have  
2 a product, I'm not really passionate about anything, I  
3 just want to make some money with this. Okay, great,  
4 we have different softwares and AI technologies that  
5 are always looking for the types of products that  
6 would make sense for our model.

7 And, really, what we're looking at is, you  
8 know, a high -- high profit margin, you know, high  
9 manufacture reviews, high rating reviews. They're  
10 products that are able to -- able to be drop-shipped,  
11 right, so you're not having to rent out a warehouse or  
12 store stuff in your garage or whatever. So we kind of  
13 have our list of -- of the metrics that needed to be  
14 hit in order for us to even bring that to the table  
15 for you. And, then, at that point, we'd move forward  
16 from there.

17 MARK JOYNER: You -- you mentioned just  
18 briefly, like, AI. How -- how does that come into  
19 play with -- with the program? I know it's like a --  
20 a big -- a big talking point now.

21 DEREK WILSON: Yeah. I mean, there's --  
22 there's a lot of different ways. Copy. Because, see,  
23 the sales funnel is -- is more -- you know, it's an  
24 initial product offering. So let's say, for example,  
25 you're selling fishing poles.

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1 MARK JOYNER: Mm-hmm.

2 DEREK WILSON: People come to your website,  
3 or again your funnel, but essentially it's a website.  
4 They come to your website to buy a fishing pole.  
5 Well, rather than just showing them a couple of  
6 pictures, like you might see on a Shopify or an E --  
7 you know, an eBay or -- or Walmart or Amazon,  
8 whatever, where it's a couple pictures, maybe some  
9 specs, and -- and some reviews.

10 No, like, really what we're doing on a  
11 funnel is kind of -- it's almost like a -- a sales  
12 page mixed with a blog, to where people are able to  
13 read a little bit about it, understand why it makes  
14 sense for them to, you know, purchase that fishing  
15 pole, maybe with some of the features or benefits.  
16 And, so, AI is really, really effective at being able  
17 to spit out effective sales copy.

18 AI is really effective when it comes to, you  
19 know, up-sells and how to target what people --  
20 because when they come to buy the fishing pole, at  
21 that point, when they go to check out, now all of a  
22 sudden we're able to offer them, let's say, the reel  
23 that goes along with that. And, then, maybe we can  
24 also offer them the fishing line that is best suited  
25 for that rod and reel, right?

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1           So we're not having a Shopify general store  
2   where there's 100 different products, everything from  
3   ceiling fans to lamp shades to, you know, area rugs or  
4   whatever else. No, this is very targeted, very nice,  
5   very specific. And, so, all of that copy is kind of  
6   ascending or walking people through that entire --  
7   through that entire sales process.

8           MARK JOYNER: Okay. That -- that kind of  
9   gives a -- a pretty good overview of how that works  
10   out. So if -- if you see -- like, someone like me,  
11   like new into the -- into the space and kind of, you  
12   know, getting this information, is -- is it uncommon  
13   or is it common for people to -- to see a good profit  
14   from these -- these sort of funnels?

15          DEREK WILSON: Oh, yeah. Yeah, I mean,  
16   that's -- and that's -- that's the thing. Like, when  
17   it's -- when it's built right --

18          MARK JOYNER: Mm-hmm.

19          DEREK WILSON: -- absolutely. I mean,  
20   depending on product and margins and everything,  
21   there's -- there's a ton of different variables and  
22   factors that go into it.

23          MARK JOYNER: Yeah.

24          DEREK WILSON: But, yeah, I mean, kind of a  
25   good rule of thumb, usually people are -- are kind of

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1 shooting for that -- that three-to-one return on ad  
2 spend. Sometimes that can be higher; sometimes that  
3 can be lower. But that's kind of, like, what people  
4 are looking at as far as, like, a -- a return on  
5 investment.

6 So, you know, that's -- again, like, you  
7 have to be careful because there's some products with  
8 higher margins that could be much higher; there's some  
9 with lower margins that could be much lower but maybe  
10 you can sell more volume. Really, that's what we're  
11 kind of strategizing and walking you through.

12 MARK JOYNER: And you said three-to-one.  
13 What -- what -- did you say three-to-one?

14 DEREK WILSON: Yep. Yeah, I mean, that's a  
15 pretty good -- pretty good industry standard --

16 MARK JOYNER: Oh, okay.

17 DEREK WILSON: -- to shoot for. So I -- I  
18 do -- unfortunately, [REDACTED], I -- I have a hard stop  
19 here. I'm more than happy. What -- what I think I  
20 could do, maybe just to kind of keep this going, is I  
21 can send you over an email with a little bit of  
22 additional information to take a -- take a look at.

23 MARK JOYNER: Okay.

24 DEREK WILSON: And I think that could also  
25 answer some questions. I'll -- I'll give you a couple

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1 of sample funnels as well.

2 MARK JOYNER: Okay.

3 DEREK WILSON: And, then, also, all my  
4 contact information will be on the bottom there of  
5 that. So, yeah, I would say if -- if you want to  
6 shoot me a text or -- or give me a ring, whatever  
7 works best for you, I do have some -- some more  
8 availability tomorrow if we wanted to circle back.  
9 So, yeah, maybe just -- just take a look, let -- let  
10 what you and I talked about kind of digest a little  
11 bit, and then would be more than happy to -- yeah, to  
12 answer any questions or -- or help you in any way that  
13 I can.

14 MARK JOYNER: Yeah, let's -- if -- if it's a  
15 hard stop for you, I -- I'll -- I'll take a look at  
16 what you send over to the email and then probably  
17 schedule another call with you to kind of follow up  
18 and kind of talk about the -- the different investment  
19 opportunities.

20 DEREK WILSON: Okay. Yep. Yeah, just shoot  
21 me an email. We'll -- we'll coordinate and we'll get  
22 you back on the book here and -- and we'll -- we'll  
23 chat again.

24 MARK JOYNER: Sounds good.

25 DEREK WILSON: Okay. Sounds great. Well,

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1 you have a good day, [REDACTED].

2 MARK JOYNER: Thanks, Derek. Appreciate  
3 you.

4 DEREK WILSON: All right, yeah.  
5 (The call was concluded.)

6  
7 MR. JOYNER: This is Mark Joyner, a Federal  
8 Trade investigator with the Federal Trade Commission.  
9 That was a call from Derek Wilson, area code (208)  
10 997-4274, a representative of E-Commerce Empire  
11 Builders. It was a call to discuss the programs and  
12 plans provided by E-Commerce Empire Builders.

13 This concludes the call.  
14 (The recording was concluded.)

15  
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2

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4 I, Sara J. Vance, do hereby certify that the  
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9 this material; and that it has been transcribed to the  
10 best of my ability given the quality and clarity of  
11 the recording media.

12 I further certify that I am neither counsel  
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14 the action in which these proceedings were  
15 transcribed; and further, that I am not a relative or  
16 employee of any attorney or counsel employed by the  
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21 DATE: 6/24/2024

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# Attachment D



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## Follow Up To Our Call and Some Additional Info...

6 messages

---

derek@ecommerceempirebuilder.com <derek@ecommerceempirebuilder.com>

Wed, Apr 17, 2024 at 10:27 AM

To: [REDACTED]

Hey [REDACTED],

It was a pleasure talking with you yesterday. Somehow this draft didn't send after our call and I apologize for that. I really do think that based on our discussion, this could be a good fit. Either way, here are a few things to take a look at...

First, here is the video with Peter talking about our model:

<https://ecommerceempirebuilders.com/video-fb-ads1>

Second, here is the video of how our Automated Ads Management would work:

<https://ecommerceempirebuilders.com/dfy-automated-ads>

Next, here are a couple of example funnels:

<https://my-support-49.storefunnels.net/>

<https://my-support-32.storefunnels.net/>

Lastly, here is our TrustPilot reviews (a 3rd party online watchdog) from our previous clients and also some additional testimonials:

<https://www.trustpilot.com/review/www.ecommerceempirebuilders.com>

<https://ecommerceempirebuilders.com/case-study-tests1622721892882>

Let me know if you have any questions and how you'd like to proceed. Have a great day and we'll talk soon!

Cheers,  
Derek

--

Derek Wilson  
Program Director-eCom Empire Builders  
[derek@ecommerceempirebuilder.com](mailto:derek@ecommerceempirebuilder.com)  
(208) 997-4274



# Attachment E



[REDACTED]

**Updated invitation from an unknown sender: [REDACTED] - Ecommerce Platinum Program @ Wed Apr 24, 2024 9:30am - 10am (MDT) [REDACTED]**

1 message

**Derek Wilson** <derek@ecommerceempirebuilder.com>

Tue, Apr 23, 2024 at 12:23 PM

Reply-To: Derek Wilson <derek@ecommerceempirebuilder.com>

To: [REDACTED]

**This event has been updated**

**Changed: time**

## ATTACHMENT E

Attendee:

Meeting type

Ecommerce Platinum Program

Team member:

Derek Wilson

PLEASE READ::

IMPORTANT MESSAGE: My name is Derek and I'm with Ecommerce Empire Builders. I am looking forward to connecting with you for your Strategy Session! I'll be calling you from 208-997-4274. Talk Soon!

Customer's cancel/reschedule link:

<https://go.oncehub.com/2CommaFunnelBuild?Params=20F2DAE8191B67E41E3C2B18F2FA11DE9218B21C87D2A0842EF687FBB99364EE>

Booking ID:

BKNG-HFMUA85C0SE3

Customer's mobile phone:

Please accept these terms:

Pete, the time I picked works for me as well as any other decision makers that may need to be on the call. I promise to put this appointment on my calendar, and answer the phone when you call because I respect you and your team's time

**When** CHANGED

Wednesday Apr 24, 2024 · 9:30am – 10am (Mountain Time - Boise)

~~Tuesday Apr 16, 2024 · 9:30am – 10am (Mountain Time - Boise)~~**Location**

IMPORTANT MESSAGE: My name is Derek and I'm with Ecommerce Empire Builders. I am looking forward to connecting with you for your Strategy Session! I'll be calling you from 208-997-4274. Talk Soon!

[View map](#)**Guests**

Derek Wilson - organizer

[View all guest info](#)Reply for 

Yes

No

Maybe

More options

# Attachment F

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 2423027  
TITLE ECOMMERCE EMPIRE BUILDERS  
DATE RECORDED: APRIL 24, 2024  
TRANSCRIBED: JUNE 20, 2024  
PAGES 1 THROUGH 34

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5 ) 2423027

6 -----)

7 April 24, 2024

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11 The following transcript was produced from a  
12 digital file provided to For The Record, Inc. on June  
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1 P R O C E E D I N G S

2 - - - - -

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4 MARK JOYNER: Hello?

5 DEREK WILSON: Hello, [REDACTED]?

6 MARK JOYNER: Hey, Derek. How you doing,  
7 man?

8 DEREK WILSON: Good, good. Yes, Derek from  
9 Peter Pru's office. How's things going?

10 MARK JOYNER: It's going well, man.  
11 Appreciate you doing another call with me. I greatly  
12 appreciate that.

13 DEREK WILSON: Yeah, yeah, absolutely. My  
14 pleasure. I do want to let you know, we have to  
15 always tell you, all of our calls are recorded for  
16 quality reasons. So, yeah. But, yeah, it sounds like  
17 maybe you had some questions, so just kind of wanted  
18 to open it up --

19 MARK JOYNER: Yeah.

20 DEREK WILSON: -- and -- and see what you've  
21 thought since our last call.

22 MARK JOYNER: Yeah. You know, thanks for  
23 sending over -- I think you sent over a couple of the  
24 funnels, the already-made or kind of up-and-running.  
25 They were -- they were kind of neat to look at. You

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1 kind of really don't think of how -- things like dog  
2 grooming gloves and those sort of things there, but,  
3 you know, I guess any -- anything is -- is a  
4 possibility, you know?

5 DEREK WILSON: Mm-hmm, yep.

6 MARK JOYNER: And -- and let me see, I made  
7 a couple notes. So I went back, and I was watching  
8 some of the videos on the website, and I know -- we --  
9 we kind of ended, we were -- I was going to kind of  
10 get into the -- the -- the different programs and the  
11 costs and -- and, you know, how those things work out,  
12 but I noticed that in one of the websites or actually  
13 on the website, when you -- you go through the --  
14 again, I think it's called the academy program. I'm  
15 not -- I'm -- correct me if I'm wrong.

16 DEREK WILSON: Mm-hmm.

17 MARK JOYNER: But there was --

18 DEREK WILSON: Yep.

19 MARK JOYNER: -- like, a 1,997 option  
20 program, and I'm -- I'm confused because, you know, we  
21 had talked about 15 and 35, and how does that relate  
22 to what's advertised at the 1,997, on the -- on the  
23 site?

24 DEREK WILSON: Yeah, yeah, great question.

25 MARK JOYNER: Sure.

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1 DEREK WILSON: So with, like -- so we have a  
2 997 and a 1,997. Really, those are kind of like your  
3 -- your prebuilt templates.

4 MARK JOYNER: Okay.

5 DEREK WILSON: So a -- a lot of times, those  
6 are -- what's the best way to put it? Because I don't  
7 -- I don't want to diminish the value, like 1,000  
8 bucks or 2,000 bucks is still, you know, for a lot of  
9 people a significant amount of money.

10 MARK JOYNER: Right.

11 DEREK WILSON: But having said that, like,  
12 that's -- that's going to be more of kind of like your  
13 funnel template and some tools to help you along the  
14 way. The academy is -- is actually really, really  
15 good information. It's just kind of more in like your  
16 standard book and tape format, to where it's like you  
17 go online, you watch a module, ideally you understand  
18 it, you go and implement it, and you kind of -- kind  
19 of go through that route.

20 The challenge can be if -- if you're looking  
21 maybe at -- at more of a robust business, is that  
22 nothing is -- is completely tailored toward you and  
23 your business, right? You're using a template.  
24 You're kind of going through, trying to figure out how  
25 to build this out on your own with -- with help.

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1                   So I always kind of look at it, [REDACTED], to  
2     where it's almost like -- like -- like walking into  
3     your first day of a college course, right? Like,  
4     if -- if you were to walk in there and the professor  
5     were like, you know, here's all your books, here's all  
6     the information, take it home, study it, we'll have a  
7     midterm test in three months from now. Like, there's  
8     -- there's going to be people who pass it, right?

9                   MARK JOYNER: Mm-hmm.

10                  DEREK WILSON: But, then, on the flip side  
11     of that, and kind of where you get into, like, our --  
12     our platinum program, is more so like, here's all the  
13     material, but we're also actually going to be meeting  
14     up with you several times a week. You have the  
15     ability to ask all the questions that you need. We're  
16     going to be there kind of holding your hand. In fact,  
17     we're going to actually be doing a lot of this work  
18     for you throughout the process that you need to have  
19     completed.

20                  MARK JOYNER: Mm-hmm.

21                  DEREK WILSON: And as you would imagine,  
22     like, obviously the success rate goes up exponentially  
23     when you have, you know, the professor, the expert,  
24     whoever, kind of sitting there walking through that  
25     process with you, kind of holding your hand through

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1 it, as well as doing a lot of that for you.

2 MARK JOYNER: Right.

3 DEREK WILSON: And, so, that's really where  
4 you get into the difference of, you know, when we do  
5 actually do the buildout for you, that's us, starting  
6 from the very ground level of strategy. You know,  
7 that's identifying your niche audience, which are the  
8 types of people who would be buying the products that  
9 you'll be selling, diving in deep into the product  
10 side of it, what's going to be marketable, profitable,  
11 high manufacture reviews, high rating reviews, have to  
12 be able to be drop-shipped.

13 So essentially at that point, we're kind of  
14 doing all of that legwork for you. And then when it  
15 comes to the build, we can make a very specific build  
16 based upon the -- the niche and the audience that  
17 you'll have.

18 MARK JOYNER: Mm-hmm.

19 DEREK WILSON: Funnels will look a little  
20 bit different from one audience to the next, from one  
21 product to the next, and so our team at that point is  
22 -- is jumping in there and doing the full build. So  
23 that would be kind of the difference between, like,  
24 the 1,997 and the 15K. Where you get into the 35K is  
25 now that all of that is built out, what do we do from

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1     there.

2                   Well, again, at the 15K, that's where we're  
3     taking you by the hand, walking you through answering  
4     your questions on the marketing and the scaling side  
5     of it. At the 35K, that's where the video that I  
6     shared with you --

7                   MARK JOYNER:   Mm-hmm.

8                   DEREK WILSON:  -- that's where we're  
9     actually doing the automated ads management for you  
10    and essentially turning into kind of the full  
11    marketing side of the business for you. So those are  
12    kind of like the different steps or levels to -- to  
13    show you the difference between them.

14                  MARK JOYNER:   So the -- the nine -- the  
15    1,997 program is independent of the 15K and 35K, or is  
16    it kind of commingled together at -- at some point?

17                  DEREK WILSON:  Well -- well, it's commingled  
18    in the sense of when you do the 15 or the 35, you get  
19    all of -- all of that as well.

20                  MARK JOYNER:   Oh --

21                  DEREK WILSON:  So you still have the full  
22    access to the E-Comm Empire Building Academy. You  
23    actually get it for a lifetime. So you still have  
24    access to all of that.

25                  MARK JOYNER:   Okay.

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1 DEREK WILSON: It's more about what's --  
2 what's provided above and beyond that.

3 MARK JOYNER: I got you. And, then, you had  
4 said after that six-month process, on, let's say,  
5 month seven, if you needed additional coaching after  
6 that, that comes at -- like a -- like discounted rate  
7 because everything is already kind of built out. How  
8 do -- how do those numbers come into play? Like, what  
9 do those numbers look like?

10 DEREK WILSON: Yeah, so a big part of it  
11 would be if you want to continue on with the automated  
12 ads management, that's kind of your decision to do,  
13 right? Like, really, the -- the first six months I  
14 look at as kind of like a "prove it" thing --

15 MARK JOYNER: Mm-hmm.

16 DEREK WILSON: -- to where obviously if --  
17 if after the first six months you're not excited about  
18 kind of where things are, it's your business; you have  
19 the ability to maybe either -- either -- I always look  
20 at it like you have three options at the end of the  
21 six months. Option number one would be as -- and this  
22 is ideal -- we've been crushing it with you; you love  
23 it; it's a no-brainer to continue on with the  
24 automated ads management. Great, we do that.

25 MARK JOYNER: Mm-hmm.

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1 DEREK WILSON: Option number two would be is  
2 if, hey, maybe we've done -- we've done well, but  
3 because now you have six months under your belt of  
4 seeing how we're operating this and also coaching you  
5 and mentoring you on it, you may say, hey, I'll just  
6 save the money and do it myself. I feel completely  
7 comfortable six months in to do that. Great, you --  
8 it's your business, you can do that.

9 Option number three would be is maybe you  
10 get to the end of that and -- that six months and it's  
11 like, you know what, like things have been going  
12 really well, but I actually found a different, you  
13 know, ad agency, Facebook marketing agency, whatever  
14 that's cheaper than you guys, and I think they're  
15 going to be better, I'm going to go use them and hire  
16 them. Great, again, it's your business.

17 So really you kind of have the ability to  
18 make the decisions based upon what's best for your  
19 business. Some of these companies that I -- I see out  
20 there, they'll kind of try to lock you up forever, to  
21 where you're always paying them or you're always  
22 profit-sharing with them for the life of the business.

23 MARK JOYNER: Mm-hmm.

24 DEREK WILSON: And just from being a  
25 business owner myself, that makes absolutely zero

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1 sense to me. Like, the last thing you'd ever want to  
2 do is to hop in bed with somebody forever that you've  
3 never met, right?

4 MARK JOYNER: Yeah.

5 DEREK WILSON: Like -- like, you wouldn't  
6 just meet some -- some random person and decide to get  
7 married. Like, obviously, you'd want to make sure  
8 that it makes sense. And, so, that's really what --  
9 what we're doing in the first six months is getting  
10 all the infrastructure built out, being able to run  
11 the ads, get everything scaled up for you, and then at  
12 that point, like, you make the decision on where we go  
13 from there.

14 MARK JOYNER: So there's no -- there's no  
15 payment to you guys after that six months if no  
16 additional coaching is needed.

17 DEREK WILSON: Exactly. Yep.

18 MARK JOYNER: You're -- you're kind of  
19 independent and running with what's built and the  
20 training you had for the six months.

21 DEREK WILSON: Exactly. And kind of the way  
22 that we look at it is that after the six months of  
23 working with Peter and -- and, you know, Ali and  
24 Jordan and our team --

25 MARK JOYNER: Yeah.

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1 DEREK WILSON: -- you -- you really should  
2 have a -- a darn good understanding of what all's  
3 going on with this business. Now, just because you  
4 have a -- a darn good understanding doesn't mean that  
5 you may not choose to want to essentially rehire us to  
6 continue providing the services for you, right? Like  
7 -- and this is where you do see -- and not to  
8 convolute it too much -- but you see people kind of  
9 all over the board.

10 Some people are like, you know what, I  
11 actually love the ad side of this. I love it, I love  
12 the targeting, I love the refinement, and I love the  
13 optimization, the scaling, all of that. Awesome.  
14 Like, you should have a darn good understanding of how  
15 all that works, and you might want to take it over  
16 yourself because you enjoy it.

17 Other people have like an allergic reaction  
18 to things like that, right? And, so, they get to the  
19 end of the six months and they're, like, the last  
20 thing I want to do is to be, you know, scaling and  
21 optimizing any of this stuff; I would rather just have  
22 you guys continue doing it. Obviously, you're doing  
23 great at it and it makes more sense for me from a time  
24 standpoint to have you do it.

25 MARK JOYNER: Mm-hmm.

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1 DEREK WILSON: And, so, really, the best  
2 thing in my opinion in -- in business is to have  
3 options, and because of the knowledge base that you'll  
4 be learning, you'll have those options at the end of  
5 that six months.

6 MARK JOYNER: And -- and what are the --  
7 what's the fee structure for that after -- after  
8 the -- if -- if you decide to continue with that  
9 automated program?

10 DEREK WILSON: Yeah. So it -- it also does  
11 -- you also do have the -- the VA included in that,  
12 right with the automated ads management. So if you  
13 decide to continue on, you can -- you can do it either  
14 on a monthly, a 6-month, or a 12-month basis.

15 MARK JOYNER: Uh-huh.

16 DEREK WILSON: If you do monthly, with the  
17 full slate of automated ads management, it's 4 grand a  
18 [brief audio lapse] it's more difficult for us when  
19 we're working with clients on a month-to-month basis  
20 because we don't really know what the long-term  
21 structure of the relationship is. So it would be 4K a  
22 month.

23 If you wanted to do a -- like a six-month  
24 period of time, you could do that at that point for  
25 20K. So basically it's -- you -- you get a \$4,000

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1 savings. If you go for a full year, then typically we  
2 can get it down to like -- like 35K. So, really, like  
3 the longer that you decided to work with us, we're  
4 going to work with you a lot on kind of the -- the  
5 financial side of it because the longer we work  
6 together, the more we know your offer, we know  
7 everything about your funnel, quite honestly, the  
8 easier it is to scale it because of the learnings and  
9 because of the history --

10 MARK JOYNER: Mm-hmm.

11 DEREK WILSON: -- and, so, yeah, it just  
12 kind of comes down to how long you want to work  
13 together.

14 MARK JOYNER: And is there -- is there  
15 contracts? Do you do -- if prior to that, are  
16 there -- are there contracts in place with you  
17 guys?

18 DEREK WILSON: Yeah. Yeah, I mean, we have  
19 a full terms of service agreement. We even have like  
20 a -- an 18-month buy-back clause that you would see,  
21 but, yeah, I mean, everything we do is -- is going to  
22 be contractually agreed upon. There's just too many  
23 fly-by-night people out there -- you know, both  
24 companies and people for that matter.

25 And, so, yeah, everything that we do, we

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1 have a terms of service agreement. We send that over.  
2 You just sign it digitally, and then once that's  
3 signed and the investment is made, we hit the ground  
4 running from there.

5 MARK JOYNER: And it -- it -- you said  
6 there's a -- was that buy-back program? I'm sorry.  
7 I --

8 DEREK WILSON: Yeah. And you can -- you can  
9 look at it, but really what it kind of comes down to  
10 is that we're very confident in what we do.

11 MARK JOYNER: Uh-huh.

12 DEREK WILSON: And, so, if -- if you've done  
13 your part and -- and we put the time horizon out a  
14 little ways because, you know, a lot of times when it  
15 comes to an online business, people do look at it as  
16 like a get-rich-quick scheme, you know, like -- you  
17 know, they -- they're thinking they're going to be a  
18 millionaire in 30 days from now, but it does take a  
19 little bit of time, and we want to allow the cake to  
20 bake a little bit.

21 So after 18 months, if you've done your part  
22 and you've gone through with this, and if you are at a  
23 point to where for whatever reason, maybe you're not  
24 making the money you want, don't like it, whatever, we  
25 actually will go ahead and buy the business back from

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1 you at that point.

2 We know that this will be a valuable  
3 investment for us if -- you know, if things have  
4 continued on for 18 months. You're talking about, you  
5 know, collecting names and email addresses that are  
6 very niche-specific. That can be a valuable data  
7 asset --

8 MARK JOYNER: Mm-hmm.

9 DEREK WILSON: -- obviously the business and  
10 what it's generating. So -- so, yeah, we kind of look  
11 at it to where, worst-case scenario, you know, we buy  
12 back from you at that point.

13 MARK JOYNER: And you said 18 months is the  
14 -- is the -- is the term on that?

15 DEREK WILSON: Yep.

16 MARK JOYNER: Okay. And -- and briefly --

17 DEREK WILSON: Yeah, and you'll -- you'll be  
18 able to see that in the contract, too.

19 MARK JOYNER: Yeah. Do you have like a  
20 sample contract or anything? Do you have anything  
21 like --

22 DEREK WILSON: Yeah.

23 MARK JOYNER: -- yeah. Maybe you could  
24 email that over. That'd be great. I'd like to kind  
25 of take a look at that.

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1 DEREK WILSON: Yeah.  
2 MARK JOYNER: And I know Peter had mentioned  
3 in one of the videos about potentially financing  
4 options.  
5 DEREK WILSON: Yeah. So we -- a couple  
6 different options there.  
7 MARK JOYNER: Okay.  
8 DEREK WILSON: Sometimes people will just go  
9 and basically try to get, like, a super-low-interest  
10 credit card. That could be an option.  
11 MARK JOYNER: Okay.  
12 DEREK WILSON: But we also work with a  
13 third-party lender. They're called Eaze, E A Z E.  
14 And we've actually been working with them for a long  
15 time, and it's relatively easy --  
16 MARK JOYNER: Mm-hmm.  
17 DEREK WILSON: -- to get qualified for them.  
18 Rates are obviously going to be dependent upon, you  
19 know, the factors that are pretty normal -- credit  
20 history, stuff like that.  
21 MARK JOYNER: Mm-hmm.  
22 DEREK WILSON: But with -- with Eaze, I  
23 could send you the link. It takes about five minutes  
24 to see if you're prequalified.  
25 MARK JOYNER: Okay.

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1 DEREK WILSON: They just do a soft pull, so  
2 it's not a hard pull.

3 MARK JOYNER: Yeah.

4 DEREK WILSON: But if that's something that  
5 you're looking at, they can do a soft pull, see if you  
6 are approved for that.

7 MARK JOYNER: Mm-hmm.

8 DEREK WILSON: If you are, then they'll set  
9 up a call with you, kind of go through a couple  
10 things. Typically, you know, if you have a relatively  
11 good credit score and proof of income --

12 MARK JOYNER: Mm-hmm.

13 DEREK WILSON: -- they're usually really,  
14 really easy to work with. And, so, yeah, if -- if  
15 that's an option then I can also send that over to  
16 you.

17 MARK JOYNER: Yeah. That -- that would  
18 be -- that would be great. And -- and that -- that  
19 company is independent from you guys? Or are you guys  
20 together? Is that --

21 DEREK WILSON: Yeah. No, they're -- they're  
22 independent of us.

23 MARK JOYNER: Oh.

24 DEREK WILSON: They're just kind of  
25 partnered. We -- we've just partnered with them over

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1 the years.

2 MARK JOYNER: Oh, I got you. I got you.

3 And, then --

4 DEREK WILSON: They're -- they're like super  
5 easy to work with, just in terms of not having a bunch  
6 of red tape and --

7 MARK JOYNER: Yeah.

8 DEREK WILSON: -- then, also, they usually  
9 have a super fast turnaround with being able to -- to  
10 get the funds. So, yeah.

11 MARK JOYNER: Are they based in the USA?

12 DEREK WILSON: Uh --

13 MARK JOYNER: Are they American?

14 DEREK WILSON: -- yeah.

15 MARK JOYNER: Oh, okay, cool. Cool. The --  
16 the AI thing, so I saw the -- on one -- I guess the  
17 blog tab of -- of the website, like all the different  
18 AI tools that are -- you guys are using to build out  
19 and direct these. I'm not, like, the biggest AI guy,  
20 but is that, like, the -- the wave of the future? Is  
21 that how you guys see everything going?

22 DEREK WILSON: Yeah. Yeah, I mean, I think  
23 -- I have very mixed feelings on it, I'll be honest  
24 with you, just because of the fact of, like, I'm --  
25 I'm worried about, like, what -- what humans are going

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1 to do when AI does everything for us.

2 MARK JOYNER: Sure.

3 DEREK WILSON: That's probably a whole  
4 separate philosophical question.

5 MARK JOYNER: Sure.

6 DEREK WILSON: But -- but, yeah. I mean,  
7 it's -- it's already there. It -- it really is. It's  
8 just a matter, now it seems like, of the people who  
9 are effectively using it and the ones who are going to  
10 be left behind and crushed by it --

11 MARK JOYNER: Mm-hmm.

12 DEREK WILSON: -- is really what it -- what  
13 it seems to be. So, yeah, Peter was a very early  
14 adopter on a lot of the AI technology for those exact  
15 reasons. You know, we can kind of sit here and wish  
16 that we could go back and blah-blah-blah, but the  
17 reality is, is it's here and if you're not using it,  
18 you're probably getting crushed in business.

19 So, yeah, he adopted it very early on, and  
20 now we're able to implement that into the builds and  
21 do the copy into the ads, just a number of different  
22 ways you can -- you can effectively utilize it.

23 MARK JOYNER: And I guess that each --  
24 like you said, when you're talking about, like,  
25 niche kind of products and those sort of things

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1     there, each product has the availability to kind of  
2     make its own amount of money? Like one could be more  
3     successful than the other. Is that -- is that fairly  
4     accurate?

5             DEREK WILSON: Yeah. I mean, it -- it, for  
6     sure, could. So, like, within a funnel and -- and,  
7     again, like this is getting a little further into the  
8     weeds, and -- and I don't say it hopefully to confuse  
9     you, but --

10            MARK JOYNER: Sure.

11            DEREK WILSON: -- you know, like when you do  
12     a funnel, a lot of times you have multiple products  
13     within the same niche that people are buying. So  
14     maybe someone shows up to your website based on an ad  
15     to buy a -- you know, a pickleball racquet, right?

16            MARK JOYNER: Mm-hmm.

17            DEREK WILSON: When they get there, they go  
18     to buy a pickleball racquet, and then they get up-sold  
19     to where they could buy a second one and save 20  
20     percent off, right? And, then, once they have the two  
21     pickleball racquets or paddles or whatever you call  
22     them, you know, then it's, like, hey, now that you  
23     have the -- the racquets, you could buy this set of  
24     six pickleballs and you're going to save another 20  
25     percent, right?

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1 MARK JOYNER: Mm-hmm.

2 DEREK WILSON: And then if you buy the --  
3 you know, whatever the next up-sell would be, well,  
4 sometimes what will happen is on that very first  
5 initial paddle, sometimes you actually might lose  
6 money on it, because that's your cost to acquire a  
7 customer. But, then, by the time someone takes that  
8 up-sell, now you're in the positive. And now, when  
9 someone buys, let's say, the pickleballs themselves,  
10 you have a huge margin on those. And, so, yes, like,  
11 different products will have different margins --

12 MARK JOYNER: Mm-hmm.

13 DEREK WILSON: -- but sometimes depending on  
14 the niche and what the whole funnel is looking like  
15 and -- and in a way that is optimized, a lot of times  
16 it actually makes sense to lose money to acquire a  
17 customer in order to make it all up in the back end.

18 And, so, those are all the -- like, the  
19 numbers and metrics and stuff that we're looking at it  
20 when -- when we're going through the process.

21 MARK JOYNER: And is -- like, when you're  
22 talking about the metrics, are you talking about one's  
23 ability and how much they can earn?

24 DEREK WILSON: Conversion rates, average  
25 order, average order value, conversion rates.

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1 MARK JOYNER: Mm-hmm.

2 DEREK WILSON: Yeah, all -- all of those  
3 types of metrics, CPMs are like the cost per market or  
4 cost per million. It's a marketing acronym. And, so,  
5 yeah, I mean, basically being able to look at all  
6 these numbers, and that's why like I'd mentioned,  
7 after six months of working together, you'll have a  
8 good understanding of all these metrics. And, so,  
9 that's when people are feeling confident to where,  
10 like, yeah, I'll just go ahead and take it over from  
11 here, right?

12 MARK JOYNER: Right.

13 DEREK WILSON: Or maybe you have a good  
14 understanding of the metrics; you just don't like  
15 doing the implementation. But, yeah, a lot of this  
16 business really is a math equation, and not just this  
17 business but really any business, right? It doesn't  
18 matter what you're -- what you're doing, online,  
19 offline, or in between.

20 MARK JOYNER: Sure.

21 DEREK WILSON: A lot of it just comes down  
22 to a math equation, and if the math makes sense, you  
23 scale; and if the math doesn't make sense, you have to  
24 optimize it and then readjust from there.

25 MARK JOYNER: No, I got you. So it's --

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1 it's hard to pinpoint, like, ROIs and -- and -- and  
2 how much you can earn because each product is  
3 different, and you may lose in the beginning.

4 DEREK WILSON: It's not -- yeah, I mean,  
5 you're looking, though, typically, like what you're  
6 looking at is your full funnel because it -- it's --  
7 it's almost irrelevant if your -- if your initial  
8 product is losing money if your conversion rates on  
9 the up-sells are making a ton of money, right?

10 MARK JOYNER: Mm-hmm.

11 DEREK WILSON: And, so, like, you might look  
12 at it and be like, oh, my gosh, I'm actually losing \$5  
13 every time I sell a racquetball paddle.

14 MARK JOYNER: Mm-hmm.

15 DEREK WILSON: But I'm making \$20 every time  
16 I sell a set of balls. I've also get -- getting  
17 people who are opting in for our subscription model  
18 where we send them out a couple new balls a month, and  
19 I'm making, you know, 50 percent margins on that.  
20 Like, that's where you start looking at the full  
21 funnel because if you just look at the initial offer,  
22 it might actually terrify you, but because you're also  
23 getting metrics and data from the entire funnel,  
24 that's how it becomes more clear to figure out what  
25 decisions you need to make.

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1                   It could be something as simple as the  
2     funnel is great, but our first up-sell, we need to  
3     maybe phrase it a little bit differently because it's  
4     not converting enough. You know, we want it to be at  
5     that 20 percent conversion rates on our first up-sell,  
6     and we're only at, you know, 12 percent.

7                   MARK JOYNER: Mm-hmm.

8                   DEREK WILSON: So now it becomes a matter of  
9     let's tweak this copy, let's, you know, maybe tweak  
10    this offer just a little bit, and now all of a sudden  
11    maybe we're getting a 24 percent, right? Now, like,  
12    okay, great, we've got -- step one is converting; step  
13    two is converting; and that's why, like, when you  
14    bring on our team for kind of the marketing side of  
15    it, we would be implementing those things.

16                  If we were there coaching you, that's fine,  
17    too. We would just be coaching you on how to read  
18    those numbers and how to make the adjustments.

19                  MARK JOYNER: No, I -- I see. And if -- I  
20    guess in the -- in -- you know, you sent me some of  
21    the Trustpilot stuff and -- and, you know, in full  
22    disclosure of, like, everything that's kind of  
23    involved in a business. Do -- do you guys run into  
24    problems where people aren't happy and they -- you  
25    know, whether they go to court or they, you know, try

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1 to get their money back in that -- in that regard?

2 Has that ever happened?

3 DEREK WILSON: I mean, I -- I would assume  
4 so.

5 MARK JOYNER: Oh.

6 DEREK WILSON: Just kind of knowing --

7 MARK JOYNER: Sure.

8 DEREK WILSON: -- knowing the -- like, I  
9 guess I say, like, when it comes to, like is everybody  
10 happy? No.

11 MARK JOYNER: Right.

12 DEREK WILSON: Like, I mean, not  
13 everybody's happy going to Disney World, right,  
14 which is the happiest place on the earth. So, I  
15 mean, there is some of that built into it, right,  
16 which is there's always going to be some people who  
17 aren't happy with -- with things, even if -- if they  
18 are good.

19 But having said that, you know, anecdotally,  
20 at least -- and -- and this is just me telling you.  
21 You can believe it or not, but after the past couple  
22 years of working with Peter on this, I've -- I've  
23 really had one person out of all the -- the  
24 individuals that I've worked with that was unhappy.  
25 And, honestly, a big part of that was that he came in

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1 with a partner and the partnership deteriorated  
2 within, like, the first 30 days.

3 MARK JOYNER: Oh, I see.

4 DEREK WILSON: And, so, that kind of -- kind  
5 of turned into angst against us, I believe, because  
6 there was a lot of turmoil between those two. But  
7 outside of that, like kind of the way that I look at  
8 it is -- is kind of the squeaky wheel gets the grease,  
9 right? Like, usually, I won't hear from somebody  
10 unless they are unhappy about something. And not to  
11 say that people haven't been unhappy, but when it's,  
12 like, coming to, like, wanting their money back and  
13 all of that, I've had none of those.

14 So, you know, that's -- I -- I think to be  
15 expected is to have some negative reviews, some people  
16 who felt like they were slighted for one reason or the  
17 other.

18 MARK JOYNER: Mm-hmm.

19 DEREK WILSON: But a lot of our bad reviews  
20 actually come from people buying the 997 program  
21 because they spend 1,000 bucks and feel like they're  
22 going to become a millionaire off it, and then they  
23 realize that there's actually some work that goes  
24 involved when we're not building everything out for  
25 them, and it makes them mad. And, so, I -- I see a

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1 lot more of that than I do with, you know, the  
2 platinum program.

3 MARK JOYNER: So -- so the -- the 997 and  
4 1,997 program, it's -- it's kind of like their  
5 responsibility --

6 DEREK WILSON: Yeah.

7 MARK JOYNER: -- to necessarily do the  
8 buildout through either your own program, how you  
9 tutor or -- or give them the information and their --  
10 the lack of -- how do you say, like, would you say  
11 with the coaching and the buildout than everything  
12 falls on their shoulders?

13 DEREK WILSON: Exactly. Exactly. And --  
14 and I'm sure you know how it goes. Like, we all -- we  
15 all want the -- the result without putting in the  
16 effort so often, especially if you're putting out some  
17 money. And -- and, again, \$2,000 for a lot of people  
18 is a ton of money.

19 MARK JOYNER: Mm-hmm.

20 DEREK WILSON: And, so, you know, they maybe  
21 logically in their mind can justify if they put in 2  
22 grand that they should be able to make 20K a month.  
23 Whereas, like, most -- I -- I feel like people who  
24 have been established in business own their own  
25 business, run businesses, they look at a \$2,000

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1 investment and be, like, well, what could that -- I  
2 mean, what's the best-case scenario for that  
3 investment? You know, like, I'm -- I'm paying for  
4 information that I then have to go and implement  
5 myself.

6 The best-case scenario is it's probably  
7 going to take me a lot longer to do it. Worst-case  
8 scenario is that I get flustered 30 days in and throw  
9 up my hands and say it's a scam, right? And, so,  
10 that's really kind of the -- the main thing that I  
11 see.

12 MARK JOYNER: Yeah, no, I -- I understand.  
13 I understand. I appreciate that information. It kind  
14 of gives a little bit of clarity because, you know,  
15 from 1,997 to the 15K to 35K, even though you said  
16 that 1,997 is kind of built into, you know, once you  
17 do the bigger program, it's kind of built into that  
18 anyway.

19 DEREK WILSON: Yep.

20 MARK JOYNER: You know, because --

21 DEREK WILSON: Yep.

22 MARK JOYNER: -- you have the -- you know,  
23 you have the access points.

24 DEREK WILSON: Yeah. In fact, like, we  
25 even -- you know, we'll -- we'll typically discount

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1 that off of the -- the larger programs, the bigger  
2 programs --  
3 MARK JOYNER: Mm-hmm.  
4 DEREK WILSON: -- because all of that  
5 actually comes with the build.  
6 MARK JOYNER: Oh.  
7 DEREK WILSON: And, so, we'll -- we'll  
8 usually be, like, you don't have to pay for it twice  
9 because (inaudible) --  
10 MARK JOYNER: Because it's part of the --  
11 because it's part of the program.  
12 DEREK WILSON: -- exactly.  
13 MARK JOYNER: I got you.  
14 DEREK WILSON: Yep.  
15 MARK JOYNER: Being part of the program, the  
16 -- the 1,997 being part of the bigger program. I got  
17 it. Okay.  
18 DEREK WILSON: Yeah, exactly.  
19 MARK JOYNER: I understand.  
20 DEREK WILSON: Yep.  
21 MARK JOYNER: So I guess if, like, with the  
22 Eaze program and a sample of the contract, you know,  
23 if I could -- it'd be great to review that, kind of  
24 take a look and see the terms of service and kind of,  
25 you know, get an idea of what's happening, and then I

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1 could probably make a decision on which way, you know,  
2 we can -- we can move this thing forward.

3 DEREK WILSON: Perfect. Yeah, I'll -- I'll  
4 get that info sent over to you here within just the  
5 next little bit.

6 MARK JOYNER: Okay.

7 DEREK WILSON: The contract, it does come  
8 from -- it's -- it's a similar to like DocuSign. It's  
9 called Hello-sign.

10 MARK JOYNER: Oh, okay, sure.

11 DEREK WILSON: I think it might have  
12 actually got bought out. It's DropBox Sign now. So,  
13 anyways, just giving you a heads-up. When you see  
14 that hit your inbox, that's what it is.

15 MARK JOYNER: Oh, I appreciate that.

16 DEREK WILSON: And then you'll be able to --  
17 to go in there and take a look at it.

18 MARK JOYNER: No, I appreciate that. And,  
19 hey, yeah, man, I -- I appreciate your responsiveness,  
20 you know, with emails and -- and getting back to me.  
21 And once I get a chance to look over this, man, I'll  
22 -- I'll fire an email and see where -- you know, what  
23 program we can kind of get involved in. I greatly  
24 appreciate it, Derek.

25 DEREK WILSON: Okay. Awesome, awesome.

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1 Yeah, sounds good. Well, we'll get that over, and  
2 we'll be in touch in the meantime, and -- and we'll  
3 talk soon.

4 MARK JOYNER: Thanks, Derek. I appreciate  
5 you.

6 DEREK WILSON: All right. Absolutely. Take  
7 care, [REDACTED]

8 MARK JOYNER: Bye-bye.

9 (The call was concluded.)

10

---

11 MR. JOYNER: This is Mark Joyner, an  
12 investigator with the Federal Trade Commission. That  
13 was a phone call received from Derek, a representative  
14 of E-Commerce Empire Builders, from area code (208)  
15 997-4274. The call was in reference to receiving more  
16 information about the E-Commerce Empire Builders  
17 program.

18 This concludes the call.

19 (The recording was concluded.)

20

21

22

23

24

25

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1 CERTIFICATE OF TRANSCRIPTIONIST

2

3

4 I, Sara J. Vance, do hereby certify that the  
5 foregoing proceedings and/or conversations were  
6 transcribed by me via CD, videotape, audiotape or  
7 recording, and reduced to typewriting under my  
8 supervision; that I had no role in the recording of  
9 this material; and that it has been transcribed to the  
10 best of my ability given the quality and clarity of  
11 the recording media.

12 I further certify that I am neither counsel  
13 for, related to, nor employed by any of the parties to  
14 the action in which these proceedings were  
15 transcribed; and further, that I am not a relative or  
16 employee of any attorney or counsel employed by the  
17 parties hereto, nor financially or otherwise  
18 interested in the outcome of the action.

19

20

21 DATE: 6/24/2024

22

23

24

25



SARA J. VANCE, CERT

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# Attachment G

**Master SERVICE AGREEMENT**

This Master Service Agreement ("Agreement") is entered into and effective as of \_\_\_\_\_ ("Effective Date"), between EMPIRE HOLDINGS GROUP, LLC a Wyoming Limited Liability Company with its principal place of business at 2370 York Rd., Jamison, PA 18929 ("EMPIRE") and \_\_\_\_\_ ("CLIENT"), with a principal place of business at \_\_\_\_\_. EMPIRE and CLIENT are each a "Party" and together are the "Parties".

WHEREAS, EMPIRE is in the business of offering services, including Business Consulting, Business Development, Team Building, Organizational Consulting, and Business Coaching (collectively, "Services");

WHEREAS, CLIENT seeks to retain the services of EMPIRE;

Now, therefore, for adequate consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Services. Subject to the terms and conditions of this Agreement, EMPIRE agrees to provide, or arrange for a third-party to provide, at Client's expense, the Services, as defined in the Statement of Work ("SOW") annexed hereto and made a part hereof as Exhibit A ("Services") or which may be agreed to by the parties in the future. To the extent that the terms of a SOW conflict with the terms of this Agreement, the applicable SOW shall control.
2. Term. This Agreement is effective as of the Effective Date and continues in full force and effect for the period stated in the last expiring SOW ("Term") subject to CLIENT's strict compliance with the terms of this Agreement, unless terminated in accordance with the terms of this Agreement.
3. Termination. EMPIRE may terminate this Agreement upon thirty (30) days prior written notice to the CLIENT.
4. Fees/Commissions. Fees and/or commissions payable hereunder shall be paid in accordance with applicable SOWs or Fee Agreements agreed to by the Parties.
5. Work Made for Hire. The results and proceeds of EMPIRE's Services hereunder shall be deemed a "work-made-for-hire" specifically ordered by CLIENT. EMPIRE acknowledges and agrees that all copyrightable material, including writings, software, drawings, recordings, videos, audios, workbooks and designs, and all ideas, inventions, improvements, developments and discoveries made, conceived or reduced to practice by EMPIRE, whether individually or in collaboration with others, during the course of performance under this Agreement, are the sole property of CLIENT (the "Work"); and EMPIRE agrees to assign (or cause to be assigned) to CLIENT all right, title and interest in and to all such intellectual property associated with the Work, including without limitation any worldwide copyright(s), moral rights, patent(s) and any and all other such rights of whatever kind, and the right to obtain registrations, renewals, reissues and extensions of the same. EMPIRE shall ensure that all contractors working on this account shall agree to these terms. Notwithstanding the foregoing, it is acknowledged that EMPIRE and its staff have years of experience in connection with the Services and that EMPIRE's expertise, approaches, proprietary copy, templates and the like are EMPIRE's property. To the extent such materials incorporated into materials prepared hereunder for CLIENT, such materials are granted to CLIENT subject to a perpetual, irrevocable, non-exclusive, royalty-free license, solely for use in the Work.
6. Representations and Warranties.

a. Neither Party shall use, copy nor disclose in any manner the Confidential Information of the other Party except as may be expressly permitted by this Agreement. "Confidential Information" means each Party's customer records, accounting records, and any technical, business, and financial information and data of a Party including, but not limited to, know-how, compilations, programs, inventions, methods, applications, techniques, processes, patents, trademarks and other intellectual property, trade secrets, ideas, pricing, customers and prospective customer identities, strategies, and other types of information similar to any or all of the above, whether the information is oral, visual or written and regardless of whether it is marked or identified as confidential. Each item of Confidential Information is independent of every other item of Confidential Information and the use, copying or disclosure of one such item shall not permit the use, copying or disclosure of any other item of Confidential Information.

b. Confidential Information does not include the following, provided the Party receiving the information ("Receiving Party") can establish that the information: (i) was previously known to Receiving Party without any obligation to keep it confidential; (ii) was or became available to the public, provided the disclosure was not unauthorized and was not given under circumstances where it was intended to remain confidential; (iii) was developed by or on behalf of Receiving Party independent of any information Receiving Party learned through its engagement with the other Party or arising out of this Agreement or any prior relationship between the Parties; or (iv) was received from a person or entity other than the Party disclosing the information ("Disclosing Party") and the disclosure does not violate the Disclosing Party's rights to keep the information confidential unless there is a written agreement between the Parties to share such data between them.

7. Data Privacy and Information Security. Each Party will maintain administrative, physical and technical safeguards for the protection of the security, confidentiality and integrity of the other Party's Confidential Information and/or other data that are consistent with industry standards for similar information and/or data. Each Party agrees that it will not take any steps to avoid or defeat the purpose of security measures associated with the Services, including without limitation: (i) the sharing of login information and/or passwords; (ii) attempts to compromise authentication protocol; (iii) reverse engineering of security measures or any software used in providing the Services; (iv) deconstruction or



public sharing of proprietary code; or (v) any other steps that would use any means to avoid or defeat (or allow others to avoid or defeat) existing security measures associated with the Services. Each Party shall notify the other immediately if it detects a breach of security.

8. Mark Licenses. Each Party hereby grants to the other a limited, revocable, non-exclusive, non-assignable, non-transferable license, without right to sublicense, to use its logos, brand names, and/or other trademarks or service marks, whether registered or unregistered ("Marks"), solely for use in connection with the Services. Marks must be reproduced as exact copies and all use of the Marks is subject to the licensor's usage guidelines as revised from time to time and available from the licensor. The licensee of the Marks ("Licensee") acknowledges and agrees that all right, title and interest in the Marks licensed by such other Party ("Licensor") is exclusively owned by Licensor, or its licensors (in which case Licensor has the right to sublicense its rights to the Marks as described in this paragraph), and that all use of Licensor's Marks inures to the benefit of Licensor. Licensee shall not assert any intellectual property or other ownership rights in the Licensor's Marks or in any element, derivation, adaptation, or variation thereof. Licensee shall not contest the validity of, or Licensor's ownership of, or licensed rights in, any of Licensor's Marks. Licensee shall not, in any jurisdiction, adopt, use, or register, or apply for registration of, whether as a corporate name, trademark, service mark or other indication of origin, or as a domain name, any of Licensor's Marks, or any word, name, symbol or device, in any combination confusingly similar to any of Licensor's Marks. Licensee may not alter Licensor's Marks in any manner, or use Licensor's Marks in any manner that may dilute, diminish, or otherwise damage Licensor's rights and goodwill in its Marks. Licensee may not use Licensor's Marks in any manner that implies sponsorship or endorsement by Licensor of Licensee services and products other than those expressly authorized by Licensor.

9. Indemnity. CLIENT shall defend, indemnify and hold harmless EMPIRE and its agents, employees, officers, directors, members, owners, successors and assigns from and against any and all claims, costs, damages, losses or expenses (including without limitation reasonable attorney fees and costs) arising out of CLIENT'S or any third party's negligence or willful misconduct, or CLIENT'S breach of this Agreement, including any warranty or representation made by CLIENT herein, or of any applicable laws or regulations. EMPIRE shall defend, indemnify and hold harmless CLIENT and its agents, employees, officers, directors, shareholders, owners, successors and assigns, from and against any and all claims, costs, damages, losses or expenses (including, without limitation, reasonable attorney fees and costs) arising out of EMPIRE's negligence or willful misconduct, or its breach of this Agreement, including any warranty or representation made by EMPIRE herein, or of any applicable laws or regulations.

10. Limitations of Liability. IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER OR TO ANY THIRD PARTY FOR INCIDENTAL, CONSEQUENTIAL, INDIRECT, EXEMPLARY, PUNITIVE OR OTHER SPECIAL DAMAGES REGARDLESS OF WHETHER SUCH PARTY HAS BEEN INFORMED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE. THE LIMIT OF EMPIRE' LIABILITY FOR ANY DAMAGES ARISING HEREUNDER SHALL IN ANY EVENT BE NO MORE THAN THE TOTAL FEES PAID TO EMPIRE HEREUNDER, IF ANY.

11. Non-Disparagement. Each Party agrees for itself and all others acting on its behalf, either directly or indirectly: (i) Not to publish, repeat, utter and/or report any statement or observation, nor to take, encourage, induce or voluntarily participate in any conduct or action, that would negatively comment and/or reflect on, disparage, defame, impugn and/or call into question any other Party and/or any other Party's business operations, policies, practices and/or conduct or that of its directors, officers, members, shareholders, agents, employees, and/or affiliates; (ii) Not to act in any way with respect to any other Party's business operations, practices, policies and/or conduct that would impugn and/or damage any other Party's reputation, business relationships or present or future business, or the reputation of any other Party's past or present directors, officers, members, executives, shareholders, agents, employees or affiliates; and (iii) Not to comment about any other Party to any person or entity, including, but not limited to, the press (in any medium or format) or any other Party's customers and/or vendors concerning any Party's business operations, policies or conduct and/or actions. All Parties acknowledge that this provision is a material term of this Agreement, the violation of which shall be deemed a material breach hereunder.

## 12. General Provisions.

a. Relationship of the Parties. The relationship of the Parties established by this Agreement is solely that of independent contractor, and nothing contained herein shall be construed to (i) give any Party the power to direct and control the dayto day activities of the other Party; or (ii) constitute such Parties as partners, joint venturers, coowners or otherwise as participants in a joint or common undertaking; or (iii) make either Party an agent of the other Party for any purpose whatsoever except as otherwise agreed in writing by the Parties hereto. Neither Party shall be treated as an employee of the other Party for federal or state tax purposes, unemployment or disability benefits, or for any other withholding tax or insurance purposes. Under no circumstances shall a Party hold itself out as an agent, employee, joint venturer, or partner of the other Party. Neither Party shall have any authority to bind the other Party to any contract or agreement unless expressly agreed to in writing.

b. Amendments. This Agreement may only be amended by an instrument in writing signed by both Parties. This Agreement shall be construed without regard to the Party that drafted it. Any ambiguity shall not be interpreted against either Party and shall, instead, be resolved in accordance with other applicable rules concerning the interpretation of contracts.

c. Compliance with Laws. Each Party shall comply with all applicable federal, state, local, or other laws and regulations applicable to such Party relevant to this Agreement.

d. No Conflict with Other Agreements. CLIENT represents that it is free to enter into this Agreement and that this engagement does not violate the terms of any agreement between the CLIENT and any third party. Further, CLIENT, in rendering its duties, shall not utilize any invention, discovery, development, innovation or trade secret in which it does not have a proprietary interest. During the term of this Agreement,

CLIENT shall devote as much of its productive time, energy and abilities to the performance of its duties hereunder as is necessary to perform the required duties in a timely, professional and productive manner as is specified by EMPIRE. EMPIRE represents to CLIENT that it may hold itself out as an independent contractor to other firms and companies, and may continue to do so during the term of this Agreement and thereafter, and such services shall not be deemed to be competitive with the services provided hereunder.

e. Governing Law. This Agreement and all Exhibits hereto shall be governed by and construed and enforced in accordance with Pennsylvania law, without giving effect to any state's conflicts of law principles. All disputes and claims relating to this Agreement, the rights and obligations of the parties hereto, or any claims or causes of action relating to the performance of either party that have not been settled through mediation will be settled by arbitration by the American Arbitration Association in Bucks County, PA in accordance with the Federal Arbitration Act and the Commercial Arbitration Rules of the American Arbitration Association. The costs of the arbitration proceedings will be borne by the losing party if such party is found to have been in material breach of its obligations hereunder. Each Party waives its right to a trial by jury for resolution of any disputes between the Parties arising from or in connection to this Agreement.

f. Attorneys' Fees and Costs. In any litigation or arbitration arising out of or related to this Agreement, the non-prevailing Party shall pay the prevailing Party's costs and expenses including, but not limited to, reasonable attorneys' and expert witness fees.

g. Force Majeure. EMPIRE shall not be liable for delays or any failure to perform the Services or this Agreement due to causes beyond its reasonable control. Any such excuse for delay shall last only as long as the event remains beyond EMPIRE's reasonable control. However, EMPIRE shall use its best efforts to minimize any such delays. EMPIRE must keep CLIENT reasonably informed of its plans to resume performance.

h. No Waiver. The failure of either Party at any time to require performance by the other Party of any provision of this Agreement shall in no way affect that Party's right to enforce such provisions, nor shall the waiver by either Party of any breach of any provision of this Agreement be taken or held to be a waiver of any further breach of the same provision or any other provision.

i. Binding Agreement. This Agreement shall benefit and be binding upon the Parties and their respective successors and permitted assigns.

j. Severability; Contract Construction. If any provision contained in this Agreement is held unenforceable, such provision shall be modified so that such provision is enforceable to the fullest extent allowed by law. In the event the provision cannot be so modified, it will be stricken without affecting the remaining provisions of this Agreement provided that without the provision this Agreement will continue to satisfy the intent of the Parties as set forth in this Agreement. The use of a term in the singular shall include the term in the plural. The headings are for reference only. Any reference to days is to calendar days, unless otherwise specified.

k. Notices. All notices, demands and all other communications provided for in this Agreement shall be in writing and shall be deemed to have been duly given when (a) personally delivered, (b) deposited prepaid with a nationally recognized delivery service (such as Federal Express), (c) deposited prepaid in the United States mail, certified with return receipt requested, or (d) transmitted electronically by fax or electronic mail provided the sender receives an automated confirmation of delivery. All notices must be addressed to the Party at the address in the signature block below. A Party may change its address in writing in accordance with this Section 10(k), except that notices of change of address shall be effective only upon receipt.

l. Assignment. Either Party may assign or subcontract this Agreement, or the rights or duties created by this Agreement only with the prior written consent of the other Party. Either Party, at the Party's sole election, may assign any and all of its rights and obligations under this Agreement to any entity in which or with which the Party is sold, merged or consolidated.


m. Cumulative Remedies. All rights and remedies of each Party shall be in addition to all other rights and remedies available at law or in equity, including, without limitation, specific performance, and temporary and permanent injunctive relief.

n. Controlling Provision. To the extent of any express conflict between the provisions of this Agreement and the provisions of an Exhibit, the provisions of the Exhibit shall control.

o. The terms of EMPIRE's Privacy Policy and Terms of Service are incorporated herein by reference.

p. Signatures. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement. Electronically transmitted signature pages shall be deemed originals for all purposes.

In witness whereof, the Parties have duly executed this Master Service Agreement effective as of the Effective Date.

<b>Empire Holdings Group, LLC</b>   <b>By:</b> _____ <b>Name: Peter Pru</b> <b>Title: CEO</b>	[ _____ ]  <b>By:</b> _____ <b>Name:</b> _____ <b>Title:</b> _____
---	--

## EXHIBIT A

## STATEMENT OF WORK (SOW)

THIS STATEMENT OF WORK (this “Statement of Work” or “SOW”) is made and entered this day of \_\_\_\_\_ (the “SOW Effective Date”) by and between Empire Holdings Group, LLC a Wyoming Limited Liability Company with offices at 2370 York Rd., Jamison, PA 18929 (“EMPIRE”), and \_\_\_\_\_ having a principal place of business at \_\_\_\_\_ (“Client”) and shall be incorporated into the Master Services Agreement (“MSA”) agreed to amongst the Parties as even date with the SOW Effective Date. By signing below, Customer acknowledges and agrees that it has read the MSA and agrees to be fully bound to its terms. Words in initial capital letters not defined herein shall have the meaning set forth in the MSA. EMPIRE and Client are each a “Party” and collectively the “Parties” hereto. In consideration of the mutual covenants and conditions contained in this SOW, and intending to be legally bound hereby, the Parties mutually agree as follows:

1. Services. Subject to the terms of the Agreement, EMPIRE shall provide “Services” including but not limited to:

## “Ecommerce Platinum Program”

## 1. Ecommerce Subscription Sales Funnel Build

- Niche Selection & Validation
- Offer Selection & Creation
  - i. Frontend Offer
  - ii. Order Bump
  - iii. Upsell Products
  - iv. Subscription Upsell Product
  - v. Thank You Page
  - vi. 2 Bonus Information Products
- Subscription Sales Funnel Build
  - i. Landing Page
  - ii. Order Form
  - iii. Order Bump
  - iv. Upsell #1
  - v. Upsell #2
  - vi. Upsell #3 - Subscription Product
  - vii. ThankYouPage
- Abandoned Cart Email Automation - 3 Emails
- Post Purchase Email Automation - 1 Email
- Sales Funnel Copywriting
  - i. Landing Page
  - ii. Order Form
  - iii. Order Bump
  - iv. Upsell #1
  - v. Upsell #2
  - vi. Upsell #3 - Subscription Product
  - vii. ThankYouPage
- Advertising
  - i. At least 1 piece of advertising copy
  - ii. At least 3 pieces of advertising creatives
  - iii. \$250 in advertising spend to test funnel
- Phone Call Support

- i. Two strategy calls during funnel build process

## 2. Team Support Access For 6 Months

- Access To Inner Circle Recordings Library
- Access To Inner Circle Advanced Trainings Library
- Three Inner Circle Zoom Calls Per Week
- On Demand Support Within BaseCamp Dashboard

2. Term. This SOW shall be effective as of the SOW Effective Date and shall continue until terminated in accordance with the MSA between the parties.

This agreement also includes two channel advertising management, virtual assistant training, and store-funnel optimizations for 6 months. This service is called Automated Ads Management and adheres to all the terms, conditions, & policies of this page: <https://ecommerceempirebuilders.com/dfy-automated-ads>

3. Fees/Commissions. Client agrees to pay the following Fees and/or Commissions in accordance with the terms of the MSA. Except as expressly provided in this SOW, Client shall pay all Fees net thirty (30) days from the invoice date.

Chargeback Policy: In the event CLIENT files a Chargeback against Empire Holdings Group accidentally or otherwise and the Chargeback is not decided in CLIENT's favor – CLIENT will be charged an administrative response processing fee of \$500.00 on behalf of Empire Holdings Group. It is strongly encouraged that CLIENT contact our Customer Processing Department at [peter@ecommerceempirebuilders.com](mailto:peter@ecommerceempirebuilders.com) to assist CLIENT with any billing concerns before considering filing a Dispute or Chargeback with CLIENT's bank or Credit Card Company.

Guarantee of Service: Pursuant to the terms of this Agreement, Empire hereby guarantees that if Client diligently applies the recommended methods and strategies for promoting its eCommerce business, but fails to recover the purchase price within an 18-month period, Empire will offer to purchase Client's business from Client under the specified Terms and Conditions.

Terms and Conditions:


1. Client must have acquired the Ecommerce Platinum Program and strictly adhered to the implementation of the provided methods and strategies for promoting their eCommerce business.
2. The 18-month period shall commence on the date of the Ecommerce Platinum Program purchase.
3. Client must provide detailed records and evidence demonstrating their consistent application of the recommended methods and strategies throughout the 18-month period, as well as financial records substantiating their claim of not recovering the purchase price.
4. In the event that the Client meets the above criteria and wishes to proceed with the business buyback, they must submit a written request to us within 30 days following the conclusion of the 18-month period.
5. Upon receipt of the written request and verification of the Client's eligibility, we will negotiate the terms of the buyback agreement in good faith, including the business valuation and payment structure.
6. This Guarantee of Service is not transferable and shall apply solely to Client, as the original purchaser of the Ecommerce Platinum Program.

Payment Terms: The service is billed one time or monthly basis and is non-refundable. There will be no credits or refunds for partial months of service. If CLIENT subscribes to any of the paid portions of the Services, CLIENT understands that once CLIENT has become a Subscriber, CLIENT's subscription will be automatically renewed and CLIENT's credit card will be charged based on the subscription program (e.g., monthly). Payment is due on the defined recurring billing date. Service will be interrupted on accounts that reach 10 days past due. In the event a payment installment plan is indicated per agreement and is not paid within 30 days or less, Customer will only receive completed services (Ecommerce Platinum Program) in Customers account. No further services will be provided by Empire Holdings Group in reference to but not limited to advertising or Team Support Access.

SERVICES: Ecommerce Platinum Program Billing Amount \$ \$35,000

\*Empire Holdings Group Guarantees completion of services outlined in the scope of work within 30-45 days of conducting CLIENT scheduled kickoff call

4. General. Amendments to this SOW are governed by the MSA and must be in writing and executed by both Parties. The MSA, together with this SOW (as incorporated under the MSA) and any associated SOWs referenced herein constitute the entire agreement between the parties with respect to the subject matter of this SOW. To the extent that there is any inconsistency between the MSA and this SOW, the terms of this SOW shall control. This SOW is accepted and agreed by the Parties as of the SOW Effective Date. The individuals signing below represent they have authority to bind the named Parties to this SOW.

<b>EMPIRE HOLDINGS GROUP LLC</b>	_____
<b>By (Signature):</b> 	<b>By (Signature):</b>
<b>Name (Printed): Peter Pru</b>	<b>Name (Printed):</b>
<b>Job Title: CEO</b>	<b>Email:</b>

# Attachment H



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## Funding Link That We Discussed

1 message

---

**Derek Wilson** <derek@ecommerceempirebuilder.com>

Wed, Apr 24, 2024 at 12:26 PM

To: [REDACTED]

Hey [REDACTED],

You should have received the contract in an earlier email. Let me know if you didn't receive it as it may have gone to a spam folder.

Here is the link for EAZE funding:

<https://www.eazeconsulting.com/apply?cl=BE4QS&ag=WHZKW3IL2R>

It should be super quick and easy to see about the initial approval and it doesn't take much time to get their answer.

Let me know if you have any questions and have a great day!

Cheers,  
Derek

--

Derek Wilson  
Program Director-eCom Empire Builders  
[derek@ecommerceempirebuilder.com](mailto:derek@ecommerceempirebuilder.com)  
( 208) 997-4274

# Attachment I





## Your Ecommerce Empire Builders receipt [#1306-5225]

1 message

**Ecommerce Empire Builders** <receipts+acct\_1BLjojBLAusvAsdA@stripe.com>

Thu, May 2, 2024 at 10:00 AM

Reply-To: Ecommerce Empire Builders <peter@ecommerceempirebuilders.com>

To: [REDACTED]



## Receipt from Ecommerce Empire Builders

Receipt #1306-5225

AMOUNT PAID	DATE PAID	PAYMENT METHOD
\$1,997.00	May 2, 2024, 9:58:48 AM	<b>VISA</b> 2985

### SUMMARY

Seller   [REDACTED]   Product:	\$1,997.00
Ecommerce Empire Academy (Save \$488!)	

<b>Amount charged</b>	<b>\$1,997.00</b>
-----------------------	-------------------

If you have any questions, contact us at  
[peter@ecommerceempirebuilders.com](mailto:peter@ecommerceempirebuilders.com).

ATTACHMENT I

Something wrong with the email? [View it in your browser.](#)

You're receiving this email because you made a purchase at Ecommerce Empire Builders, which partners with [Stripe](#) to provide invoicing and payment processing.

# Attachment J

Record 1 of 25	
Created Date	08/13/2020
Created By	FTCCIS-FTCUSER
Load Date	08/13/2020
Updated By	
Updated Date	
Complaint Source	FTC Online Complaints
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Agency Contact	Internet
Complaint Date	08/13/2020
Transaction Date	07/28/2020
Member of armed forces or dependant?	N
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	30 - 39
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	ecommerce empire builders
Company Normalized Name	ecommerce empire builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, City Cleansed	
Company Address, State Code	
Company Address, State Code Cleansed	
Company Address, State Name	
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	
Company Address, ZIP Code Cleansed	
Company Address, ZIP Code Extension	
Company County	
Company Federal Judicial District	
Company Phone, Country Code	
Company Phone, Area Code	442
Company Phone, Number	3335009
Company Phone, Extension	
Company Email	peter@ecommerceempirebuilders.com
Company Website	https://ecommerceempirebuilders.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	anthony
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	Social Media
Complaint Info Initial Contact Date	07/28/2020
Complaint Info Initial Response Method	Internet/E-mail
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	Bank Account Debit
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$997.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$997.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	

<b>Complaint Info Comments</b>	I watched a video that led to other videos on becoming a ecommerce business. I was then asked to join a webinar. Towards the end of the video, they ask people to join and for short duration they can get a huge discount off of their package. They say if we're not satisfied they have a 100% money back guaranteed and to make it sound more appealing they say they will also double back my money if I don't succeed within a month of buying the membership. Being mesmerized from the offer of money back guarantee I join their membership. Shortly after paying, I get an email saying someone is going to contact me the following week to make sure I as on path and if I had any questions. I scheduled a meeting on 8/4/2020 at 11:00-11:45 with someone named Anthony ( that is the number I added to the information that I know). During the phone-meeting basically just asked a few questions and then asked me to join the elite membership where they build a business for me and then give it to me for \$10000. I decline and then the meeting went short of schedule. I went through half of their course and decided that this is not the route I want to go. Their method seemed scammish and unappealing. I emailed their support at peter@ecommerceempirebuilders.com and asked for a refund. In that email I added that I don't need the extra \$997, but only what I have paid for because I did not go their route. Their double-back guaranteed was only if I tried and didn't make it. They emailed me a day later saying nothing but "As you already know we are so committed to your success here at the Ecommerce Empire Builders that we even have a double your money-back guarantee. In addition to that we'd love to give you access to the following to keep you on the path of success." There was no access of anything, which I don't want in the first place. I then sent an email today and told them please to give my money back as your promise off 100% guarantee and that I don't want my lawyer to get involved due to these fraudulent actions.
<b>Complaint Info Additional Comments</b>	
<b>Complaint Info CRA Dispute Flag</b>	
<b>Complaint Info CRA Dispute Responded</b>	
<b>Complaint Info CRA Dispute Resolved</b>	
<b>Complaint Info Complaint disposition provided?</b>	
<b>Complaint Info Complaint Disposition</b>	
<b>Complaint Info Cross Border Complaint?</b>	No

Record 2 of 25	
Created Date	09/16/2020
Created By	FTCCIS-FTCUSER
Load Date	09/16/2020
Updated By	
Updated Date	
Complaint Source	FTC Online Complaints
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Agency Contact	Internet
Complaint Date	09/16/2020
Transaction Date	09/12/2020
Member of armed forces or dependant?	N
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	CAN
Consumer Address, Country Code Cleansed	CAN
Consumer Address, Country Name	CANADA
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	40 - 49
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	eCommerce Empire Builders aka ecommerce empire academy
Company Normalized Name	eCommerce Empire Builders aka ecommerce empire academy
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, City Cleansed	
Company Address, State Code	
Company Address, State Code Cleansed	
Company Address, State Name	
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	
Company Address, ZIP Code Cleansed	
Company Address, ZIP Code Extension	
Company County	
Company Federal Judicial District	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	I Initiated Contact
Complaint Info Initial Contact Date	09/12/2020
Complaint Info Initial Response Method	Internet/E-mail
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	Internet Payment Services (e.g., PayPal)
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$597.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$597.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Misrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I purchased a what was to be an e-commerce training system, was to include access to a Facebook group for assistance and mentoring as well as sales template (the way it was promoted I expected this template to be something downloadable) . I logged into the training and joined the Facebook group, when I started the training it turned out to be life-coaching and not related to e-commerce at all at which point I attempted to go to the Facebook group to ask and found is was longer accessible. I contacted the seller via PayPal and was told that if I continued in the training it would become about e-commerce. When I logged back into the training to confirm this but when logged I no longer get the course, I get a new page trying to sell another course.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	

Complaint Info Complaint disposition provided?	
Complaint Info Complaint Disposition	
Complaint Info Cross Border Complaint?	Yes

Record 3 of 25	
Created Date	08/30/2020
Created By	BBBDC-USER
Load Date	09/29/2020
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410014720161
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	08/30/2020
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	ecmmerceempirebuilders.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$596.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$596.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	The Business told my bank I did not request a refund so the bank allowed this company to keep \$597.00 and they lied and I have the email to prove I did request the refund and would like this company to deposit the money back into my account they kept by falsifying information presented to Wells Fargo Bank. --- Additional Comments: The Business told my bank I did not request a refund so the bank allowed this company to keep \$597.00 and they lied and I have the email to prove I did request the refund and would like this company to deposit the money back into my account they kept by falsifying information presented to Wells Fargo Bank.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	

Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	RESOLVED. The complainant verified the issue was resolved to his/her satisfaction.
Complaint Info Cross Border Complaint?	No

Record 4 of 25	
Created Date	11/05/2020
Created By	BBBDC-USER
Load Date	01/10/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410014914320
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	11/05/2020
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	<a href="http://ecmmerceempirebuilders.com">http://ecmmerceempirebuilders.com</a>
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I contacted Ecommerce Empire Builders within 4 days of signing up for the program, on October 7, 2020, to let them know that because of a personal conviction that I would no longer be able to continue with their program and I requested a refund. Since then I have accumulated a string of emails and they are refusing to refund my money. After I requested my money back, Peter started following me from another account. When I questioned them about it, the account was removed, but they say it was a fake account. Below is a copy of email where I was told I would receive my refund. To this day, no refund has been received. &lt;br /&gt; &lt;br /&gt; From: [REDACTED] &lt;br /&gt; Sent: Tuesday, October 27, 2020 8:59 PM &lt;br /&gt; To: Peter Pru &lt;br /&gt; Subject: Re: Refund 3rd Request &lt;br /&gt; &lt;br /&gt; As I said before I do not want double money back. I want what I paid. &lt;br /&gt; &lt;br /&gt; Sent from Yahoo Mail for iPhone &lt;br /&gt; On Tuesday, October 27, 2020, 8:56 PM, Peter Pru peter@ecommerceempirebuilders.com wrote: &lt;br /&gt; Okay? Well we would gladly refund you we just can't give you double money back without showing any effort &lt;br /&gt; &lt;br /&gt; And the Instagram account you sent us is not ours. It's a scam account impersonating us &lt;br /&gt; &lt;br /&gt; [REDACTED] &lt;br /&gt; &lt;br /&gt; Peter Pru &lt;br /&gt; EcommerceEmpireBuilders.com &lt;br /&gt; &lt;br /&gt; --- Additional Comments: I would like all my money refunded immediately, \$997.00, from the Empire Holdings Group. It should not be such a struggle to receive a refund from a 'reputable' business.</p>
Complaint Info Additional Comments	

---

Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	RESOLVED. The complainant verified the issue was resolved to his/her satisfaction.
Complaint Info Cross Border Complaint?	No

Record 5 of 25	
Created Date	01/16/2021
Created By	BBBDC-USER
Load Date	04/06/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015123280
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	01/16/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$10000.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$10000.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	

<b>Complaint Info Comments</b>	Purchased \$10,000 website funnel building service, mentorship and support from a 'EcommerceEmpireBuilders' (company). They said they would build me a website within 30 days and provide Access to the following exclusive content for 3 months: Inner Circle Recordings Library? Access To Inner Circle Advanced Trainings Library Three Inner Circle Zoom Calls Per Week? On Demand Support Within BaseCamp (messaging platform) Access to private Mastermind Facebook group I agreed and paid for their service through Paypal. The 'empirebuilder' company said they would contact me within a week to inform me how the website build was going. That never happened. When I reached out asking for a status update they started dodging my questions and saying just be patient. Without giving me any specific details. At that point I felt something was fishy and contacted paypal to file a dispute. They then provided paypal with screenshots and documents of the the website they claimed to be building me. Paypal deemed it sufficient evidence and denied my claim. In the end the company sent me a URL (note: NOT a website that I own) that I do not have access to (no backend or admin privileges). This is akin to sending me any URL and saying you now own this (without providing any password or credentials to access the site itself). Additionally, after paypal decided in the sellers favor, they 'empirebuilder company' stopped returning my messages and removed my access and kicked me out of all the online training, private mastermind groups, and messaging platforms for mentorship and support that I was to have access to for 3 months. These services are integral to run the website that they failed to deliver. So even if they did deliver (which they didnt) I would still not be able to run it without any of the information. This is what I paid for! For the training, mentorship, and support. And as soon I lost my claim they knew I would be powerless and took all of the support away as they had 'won' and I no longer had any way to get my money back. In the end they were able to steal \$10,000 from me by duping paypal with a couple of screenshots and documents as 'proof of delivery'. Bait n switch scam. Fraud --- Additional Comments: I want my \$10,000 back
<b>Complaint Info Additional Comments</b>	
<b>Complaint Info CRA Dispute Flag</b>	
<b>Complaint Info CRA Dispute Responded</b>	
<b>Complaint Info CRA Dispute Resolved</b>	
<b>Complaint Info Complaint disposition provided?</b>	Yes
<b>Complaint Info Complaint Disposition</b>	ANSWERED. BBB has not heard back from the consumer as to their satisfaction with the business's response, or the business addressed the issues within the complaint, but the consumer remains dissatisfied.
<b>Complaint Info Cross Border Complaint?</b>	No

Record 6 of 25	
Created Date	12/30/2020
Created By	BBBDC-USER
Load Date	04/16/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015077140
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	12/30/2020
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	CAN
Consumer Address, Country Code Cleansed	CAN
Consumer Address, Country Name	CANADA
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$997.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$997.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I purchased a program from Ecommerce Empire Builders, and within a few days I contacted them for a refund. The customer service started out nice and friendly with them encouraging me to just try the program. I declined and told them my circumstances had changed and that I cannot do the program now, and that I only wanted what I paid them (\$997), not their double back guarantee. They said that they cannot give me a refund without doing the program, as that is how they eliminate someone trying to get the double back. I thanked them for their 'encouragement' and reminded them that I am not wanting the double back amount, only the amount that I paid. They then replied back with their return/refund policy. So I told them that as a consumer, I believe that there is a 10 day 'cooling off' period in which consumers may change their mind about the purchase, and should be able to get a refund. I also included (google) evidence of this exact situation. I also said something about contacting you, BBB. At this point they just stopped responding, despite my further attempts at contact. I have not even opened the program because I didn't want them to use that against me somehow...but I suppose I could just start the program, and then ask for refund...which would include the double back amount (\$1994). Surely they would want to only refund the original amount of \$997, rather than the double back guarantee? --- Additional Comments: I would like a full refund of \$997 USD, plus half that amount \$498.50, for stress and inconvenience.</p>
Complaint Info Additional Comments	

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Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	ANSWERED. BBB has not heard back from the consumer as to their satisfaction with the business's response, or the business addressed the issues within the complaint, but the consumer remains dissatisfied.
Complaint Info Cross Border Complaint?	Yes

Record 7 of 25	
Created Date	06/14/2021
Created By	BBBDC-USER
Load Date	08/03/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015557741
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	06/14/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	EcommerceEmpireBuilders.comI Joined the Ecommerce Empire Builders over a month now. They claim to have a 30 days double your money back Guarantee. I filled out and submitted a Refund Form because I'm dissatisfied with the Business, so far they show no interest in Refunding my money. --- Additional Comments: Refund my Money
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes

Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 8 of 25	
Created Date	08/07/2021
Created By	BBBDC-USER
Load Date	08/10/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015738092
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	08/07/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I bought Ecommerce Empire Builders course July 1st (\$997) .Receipt#1634-4176. The coach in his ads guarantee 30 day refund policy, But when I felt the course is not fit me and apply refund ,things are getting very complex , the customer service require me to prove this course doesn't work to get my refund . So this seems different from what they promised in their ads with their guarantee . Even after I send email to them explain the course is lacking the support system to help student launch the business , they just ignored my email without deliver any help .
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	

Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	ADMIN JUDGED INVALID. The consumer complaint is incomplete or unintelligible and the consumer cannot be reached, or the consumer and the business did not have a marketplace transaction.
Complaint Info Cross Border Complaint?	No

Record 9 of 25	
Created Date	08/27/2021
Created By	BBBDC-USER
Load Date	09/10/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015806947
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	08/27/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	On August 16th 2021. I purchased a program that was backed by a 30 days moneyback guarantee should I choose to withdraw from the program within that time and I would get a REFUND. It was promised by the CEO!  I was told, '??we had nothing to lose as the program had a 30 days MONEY BACK GUARANTEE'??  This is a huge red flag and a form of MISREPRESENTATION on the company??s part. I am having issues that would affect me continuing with program. I reached out to company and one of their representative by the name of '??Sam'??ask me for my bank details for the refund immediately!  The next day, '??Sam'?? send me a REFUND FORM that had a lot of things that was NOT said in the beginning of the meeting by their CEO. Sam refuse to give me my money, but they told me in the beginning, '??WE HAVE A 30 DAY MONEY BACK GUARANTEE'?? nothing more or less was said to me. I am within my right and the 30 days allotted to me to request a refund in USA. The company is refusing to give me my \$997 back. It??s not right!
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	RESOLVED. The complainant verified the issue was resolved to his/her satisfaction.
Complaint Info Cross Border Complaint?	No

Record 10 of 25	
Created Date	07/30/2021
Created By	BBBDC-USER
Load Date	09/25/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015714661
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	07/30/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I bought Ecom Empire Business Builders Course(\$997) on July 1st,2021 . Receipt# 1634-4176  The course missed the important support part to help customer complete it . It is impossible for a beginner without any IT technical background to complete it and launch the business in 30 days . No way .   I sent them email about what's missing in their course and why I am stuck and can't move forward. They keep quiet and no reply on this mail . It's not the attitude try to help customer solve the problem  The business committed in Ad: If the course can't help build up the business, they will refund the money within 30 days . I applied for refund on July 23 and they start back and forth send me email for more than a week with templated content without any intent to solve the problem . Please keep your words to refund \$997 .   
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 11 of 25	
Created Date	10/05/2021
Created By	BBBDC-USER
Load Date	10/24/2021
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410015991882
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	10/05/2021
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	████
Consumer Middle Name	
Consumer Last Name	████
Consumer Salutation	
Consumer Address, Line 1	██████████
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	██████
Consumer Address, City Cleansed	██████
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	GBR
Consumer Address, Country Code Cleansed	GBR
Consumer Address, Country Name	UNITED KINGDOM
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	██████████
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	On the 1st June 2021 I paid Ecommerce Empire Builders \$7500 for a Business in a Box service. This normally takes 30 days but I was happy to extend a few weeks due to my movements during a worldwide pandemic.  I am also still paying \$50-\$60 approx per month for services in relation to this business. They committed to build and launch a dropshipping business for me using their Business in a Box service. Months later we are now in October and that business is still not trading. My LLC is based in the UAE & the company assured me that this would not be a problem & that they have/had students with similar set up's, which obviously put my mind at rest, as this was my main concern at the start. I have tried to set up a credit payment system twice with 2 companies and both times they have refused due to no presence of my company online and failure by EEB to ensure that wasn't the case. I have contacted them twice via email as per website but nothing back. 79106E70-0001 Invoice 24083284 Receipt
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	RESOLVED. The complainant verified the issue was resolved to his/her satisfaction.
Complaint Info Cross Border Complaint?	Yes

Record 12 of 25	
Created Date	01/05/2022
Created By	PA01-USER
Load Date	02/10/2022
Updated By	
Updated Date	
Complaint Source	Pennsylvania, Attorney General
Originator Reference Number	WP468357
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	01/05/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	West Point
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	Peter
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$597.00
Complaint Info Product Service Code	9000
Complaint Info Amount Paid Value Cleansed	\$597.00
Complaint Info Product Service Description	Other Msc.
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>Note: Please note that the Consumer Sentinel Network cannot presently categorize this data contributor's Product Service Code. The comments field may have a description of the good or service offered to the consumer. — I wish to complain about Ecommerce Empire Academy that I purchased. I am complaining because I purchased a program that was backed by a refund PLUS a Money Back Guarantee. The company has not paid me the \$597 Money Back Guarantee and have told me it will take several weeks for me to receive the bonus. I am concerned Ecommerce Empire Academy will "just forget" to pay this. To resolve this problem I would like you to pay the \$597 bonus ASAP. When I first learned of this problem, I contacted the support team at your company, and was ignored several times. I believe that this response is unfair because your website offer states you will refund plus include a Double Your Money Guarantee. I would like a written statement explaining your company's position and what you will do about my complaint. I look forward to hearing from you as soon as possible to resolve this problem. If I do not hear from you within 10 days I will file complaints with the appropriate consumer agencies and consider my alternatives. I am attaching copies of my email communication with the company. You may reply to me at this email or call me. Sincerely, OP — Consumer desired outcome: Do as promised — Payment Type: Credit Card — Senior?: No</p>
Complaint Info Additional Comments	

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Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	
Complaint Info Complaint Disposition	
Complaint Info Cross Border Complaint?	No

Record 13 of 25	
Created Date	06/30/2022
Created By	BBBDC-USER
Load Date	08/04/2022
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410017506238
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	06/30/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I can't remember when I purchased it, it was maybe 1,5 years ago, I paid \$1400 for the program, I had some medical issues which prevented me from using it, But now I'm ready and when I try to login I'm presented with an offer to purchase it again. I have emailed them numerous times without a response. My purchase email is [REDACTED]. Sorry I don't have any more info to provide. I received one response asking for the purchase email which I provided. The sender was named Sam which I responded to. I have received an email from them daily but won't respond to mine. — Additional Comments: Contact by the business; I would like to access my purchase
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	

Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	ANSWERED. BBB has not heard back from the consumer as to their satisfaction with the business's response, or the business addressed the issues within the complaint, but the consumer remains dissatisfied.
Complaint Info Cross Border Complaint?	No

## Record 14 of 25

Created Date	08/05/2022
Created By	BBBDC-USER
Load Date	08/22/2022
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410017679295
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	08/05/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	████
Consumer Middle Name	
Consumer Last Name	██████
Consumer Salutation	
Consumer Address, Line 1	██████████
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	████
Consumer Address, City Cleansed	████
Consumer Address, State Code	██
Consumer Address, State Code Cleansed	██
Consumer Address, State Name	██████
Consumer Address, Country Code	██
Consumer Address, Country Code Cleansed	██
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	████
Consumer Address, ZIP Code Cleansed	████
Consumer Address, ZIP Code Extension	
Consumer County	██████
Consumer Federal Judicial District	██████████
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	██
Consumer Work Phone, Number	██████
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I purchased the Empire Academy package for \$1400. At the time I had medical issues so I put it away and now that my situation has improved I'm ready to begin. It's been at least 1 1/2 years since purchase and when I try to login it takes me to a purchase page. I have emailed them numerous times with out an answer. I don't understand why they don't respond. Their phone number is just a recording and it says email them which I have. I just want what I paid for. — Additional Comments: Contact by the business; Delivery
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes

Complaint Info Complaint Disposition	ADMIN JUDGED INVALID. The consumer complaint is incomplete or unintelligible and the consumer cannot be reached, or the consumer and the business did not have a marketplace transaction.
Complaint Info Cross Border Complaint?	No

Record 15 of 25	
Created Date	09/02/2022
Created By	BBBDC-USER
Load Date	09/05/2022
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410017807069
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	09/02/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	████
Consumer Middle Name	
Consumer Last Name	██████
Consumer Salutation	
Consumer Address, Line 1	████████████████████
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	████
Consumer Address, City Cleansed	████
Consumer Address, State Code	██
Consumer Address, State Code Cleansed	██
Consumer Address, State Name	██████
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	████
Consumer Address, ZIP Code Cleansed	████
Consumer Address, ZIP Code Extension	
Consumer County	████████
Consumer Federal Judicial District	██████████
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	██
Consumer Work Phone, Number	██████
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	About going on 2 years I purchased The E-commerce Empire Builders Academy for \$1400. I accessed a couple of times but my mind pre-occupied due to health issues. Now I'm ready to tackle it. I try to login and all I receive is an offer to purchase it again. I've emailed them several times and no response. This is my second time doing this. Here is my number [REDACTED] that was provided by you. All I want is to access my expensive purchase. — Additional Comments: Delivery
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes

Complaint Info Complaint Disposition	ADMIN JUDGED INVALID. The consumer complaint is incomplete or unintelligible and the consumer cannot be reached, or the consumer and the business did not have a marketplace transaction.
Complaint Info Cross Border Complaint?	No

Record 16 of 25	
Created Date	12/20/2022
Created By	BBBDC-USER
Load Date	01/18/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410018614263
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	12/20/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	On October 19, 2022 I contracted Ecommerce Empire Builders for Social Media Management for my e-store MayorAccess. I paid the amount of \$1494, which included \$497 to have my pages optimized.  The work included: x3 or x7 Posts On Your Social Media Per Week ?Detailed Copy & Captions For Each Post ?Engaging Images & Video Creatives ?In Depth Hashtag & Niche Research ??We Post All Content To Your Social Media In A Timely Matter! Throughout the months, on several occasions, the posts from Instagram were not approved by Onlypulp. Lack of communication, in terms of reporting why there were no visits on FaceBook, the recurrent issues with Instagram, and the failure to make sales (FYI, only 1 sale was made). Their advertisement says the In-Depth Hashtag & Niche Research, which I have not received one feedback on throughout the contract time.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 17 of 25	
Created Date	12/02/2022
Created By	BBBDC-USER
Load Date	01/25/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410018515160
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	12/02/2022
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	<p>I spent 12k!!!! of my military retirement thinking this was a solid investment. This is money I sacrificed a lot for. With what I was provided, all I got was one sale, no profit, and a banned Facebook ad account and it has been about 2 1/2 months since my store launched and already spent hundreds in ad spend. Ad account is still suspended. I was skeptical when I saw the store and the product but thought, they are the experts, and I went with it. Another issue was the offer. Apaw cup washer would never cost \$64 to and then put it on sale for \$19. I did a lot of research on the products, and they were all incredibly overpriced. I also don't think a lot of thought was put into my website since I had two of the same products in the store. It looked copy and pasted. I found that a lot of the product images were taken from other places. I did not get the results advertised. I clearly understood that I wasn't going to get rich quick, however, I was under the impression (as advertised) that I was at least going to make enough sales to start reinvesting the money in ads to grow the business. None of which have happened. A lot of time and money wasted already. Really disappointed. Expected more for 12k because that is an incredible amount of money. I was expecting a lot because I paid a lot. All they came back with was advertising on TikTok. I lost my confidence in them and don't want to waste anymore money. Please help me get my 12k back because they didn't deliver the results they advertised. This has caused additional mental health issues which I already have from my military service. They have taken advantage of me and my military retirement pension.</p>

Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 18 of 25	
Created Date	01/11/2023
Created By	BBBDC-USER
Load Date	02/15/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410018725438
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	01/11/2023
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	I signed up for the 'business in a box' program with E-commerce Empire Builders back in June 2022 and paid \$20k. Our business officially launched in early August 2022. The site building was shoddy at best, not at all what we paid for. There were spelling and grammatical errors throughout and the product images were copied from Amazon. Not at all the professionally built website we were told we'd be getting. After spending \$500 on Facebook ads we had a total of 5 sales, the product was a flop. The team went back to the drawing board and chose a new product (a can opener) and we relaunched the business in September 2022. Another \$650 was spent on Facebook ads and we had 10 purchases from the site over a one month period. Suffice to say, we were very let down. The 'winning product' they hyped up was a disaster both times. Between the two products we made approximately \$200 in profits, leaving us \$22,000 in the hole after paying for ads, the business in a box and their monthly web hosting fee for our store funnel. The team reached out to us in November 2022 wanting to sell us another service despite the business in a box failing miserably. At that point we provided them with screenshots of the stats from our funnel and Facebook ads as proof that the second product was not doing the numbers we expected. After reviewing the numbers the team stated they could for sure find a new product which left us feeling hopeful but then we never heard anything after that. So in December 2022 we reached out to the team lead explaining the situation and looking for a solution. At first we were told 'that's just a part of the business. We shared our stats once again. We were told that based on the information provided the team would recommend changes to our product and offer to hopefully boost sales. That was the last communication we had with the team. It's now January 2023 and still radio silence from them so at this point we are seeking a full refund of our \$20k business in a box fee.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 19 of 25	
Created Date	03/08/2023
Created By	BBBDC-USER
Load Date	04/11/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410019556536
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	03/08/2023
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	<p>We signed up for the 'business in a box' program with E-commerce Empire Builders back in June 2022 and paid \$20k. Our business officially launched in early August 2022. The site building was shoddy at best, not at all what we paid for. There were spelling and grammatical errors throughout and the product images were copied from Amazon. Not at all the professionally built website we were told we'd be getting. After spending \$500 on Facebook ads we had a total of 5 sales, the product was a flop. The team went back to the drawing board and chose a new product (a can opener) and we relaunched the business in September 2022. Another \$650 was spent on Facebook ads and we had 10 purchases from the site over a one month period. Suffice to say, we were very let down. The 'winning product' they hyped up was a disaster both times. Between the two products we made approximately \$200 in profits, leaving us \$22,000 in the hole after paying for ads, the business in a box and their monthly web hosting fee for our store funnel. The team reached out to us in November 2022 wanting to sell us another service despite the business in a box failing miserably. At that point we provided them with screenshots of the stats from our funnel and Facebook ads as proof that the second product was not doing the numbers we expected. After reviewing the numbers the team stated they could for sure find a new product which left us feeling hopeful but then we never heard anything after that. So in December 2022 we reached out to the team lead explaining the situation and looking for a solution. At first we were told 'that's just a part of the business'. We shared our stats once again at which point we were told that based on the information provided the team would recommend changes to our product and offer to hopefully boost sales but that never happened. At this point we no longer believe the company is acting in good faith and request a refund of \$18,500 so we can move on.</p>
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 20 of 25	
Created Date	06/29/2023
Created By	BBBDC-USER
Load Date	08/11/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410020254638
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	06/29/2023
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	Virginia
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	I originally paid Peter Pru and EEB \$12,000 for the Business in a Box service on October 4, 2022. My first product for the business they built launched in January. That business made \$108.94 in sales. I spent \$1,250 on Facebook advertisements and \$74/month on storefunnels.net (Peter Pru's funnel software) I spent a total of \$13,358.94 plus the \$74/month to run the business and got in return \$57.06 in profit. When I directly contacted Peter Pru via email, his COO, Ali Akbar Hussain began negotiations with me and managed to convince me to give him and his team of 'ecommerce experts' another chance to launch yet another product. Of course I gave them this chance, launched this product, and as of 6/29/2023 at 12:30 PM EST, this business was launched 9 days ago and so far the funnel for the product has 256 views on the site and 0 purchases. For reference, the previous product had 391 views and 5 sales. So this product performed even worse. I of course have had to spend more money on advertisements, so far \$100+ on Facebook Ads and another \$25 on TikTok ads. I of course had to renew my subscription with Peter Pru's storefunnels.net software, so that costed me another \$74. All I have done with this product is spend money and gain nothing in return. All my experiences with Peter Pru and EEB team so far has been that I spend my own time and money, and do not get anything in return. Peter Pru and his EEB team have gotten \$12,000+ from me, while providing me with an ineffective copy-paste sales funnel, fake 5 star reviews on the product website, fake discount offer on my product website, and average-quality advertisements not worth \$12,000. I could spend \$500/month running my own business and that would get me more than giving Peter Pru and his EEB team \$12,000, especially with the prevalence of ChatGPT, which happens to be able to give business advice and write ad copy better and faster(AND FREE) than the 'team of ecommerce experts' I gave \$12,000. — Additional Comments: Double money back refund for the two times you launched a product and it failed, wasting months of my time and thousands of my dollars.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 21 of 25	
Created Date	11/22/2023
Created By	BBBDC-USER
Load Date	12/26/2023
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410020906183
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	11/22/2023
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	-
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	
Company Rep Middle Name	
Company Rep Last Name	
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$299.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$299.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	Business in a box claims to offer products at 24.99 a month and later charges 299.00. As a foreigner, I was deceived into purchasing a product that I will never use and therefore the amount deducted from my account is incorrect. They deceived many people from reading other website complaints only after noticing what happened to me. This is deceptive business practices and should be rectified immediately and a refund needs to be issued back to my account.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes

Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 22 of 25	
Created Date	01/20/2024
Created By	FTCCIS-FTCUSER
Load Date	01/20/2024
Updated By	
Updated Date	
Complaint Source	FTC Mobile Complaints
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Agency Contact	Mobile
Complaint Date	01/20/2024
Transaction Date	
Member of armed forces or dependant?	N
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	PO Box 511778
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	30 - 39
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	ECommerce Empire Builders
Company Normalized Name	ECommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	
Company Address, City Cleansed	
Company Address, State Code	
Company Address, State Code Cleansed	
Company Address, State Name	
Company Address, Country Code	
Company Address, Country Code Cleansed	
Company Address, Country Name	
Company Address, ZIP Code	
Company Address, ZIP Code Cleansed	
Company Address, ZIP Code Extension	
Company County	
Company Federal Judicial District	
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	Peter
Company Rep Middle Name	
Company Rep Last Name	Pru
Company Rep Salutation	
Company Rep Comments	
Complaint Info Initial Contact Method	Email
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	Credit Card
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$2000.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$2000.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Msrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	<p>The company is refusing to honor the refund guarantee, which is recorded and there are witnesses. Hey, unfortunately, I am going to have to hold Peter to his word and utilize the 14 day double your money back guarantee and request a refund. I was hoping this was going to be something more useful to my situation and honestly I don't see much of a difference in this vs the prebuilt funnels I already have 25 of. Indecision was never the thing holding me back. Thanks. Patch. Can you please share your launch stats? Sam: What's a launch stat? Like my sign in info? Yes, your launch stats. Of using the products and resources we have provided for you to launch your business. Sam: I'm not sure what you're asking, but my email is liveinstardust@gmail.com. Pretty sure that's what I sign in with. I hope this message finds you well. Thank you for reaching out. I understand your request for a refund, and I'd like to clarify our refund policy for the product research service. To qualify for a refund, we require customers to launch the store and provide initial statistics. This process is essential for us to assess the effectiveness of the research conducted and ensure that we're meeting your expectations. Launching the store and sharing the initial stats will give us valuable insights into the performance and success of the recommended products. Once this step is completed, we'll be more than happy to review your request for a refund. If you have any concerns or questions about this process, please feel free to discuss them with us. We're here to support you in achieving success with your online store. Sam: I'm not going to launch the store. I don't have the time or the resources for that right now, my life isn't that simple. Honestly, I thought that's what I was paying for, to have help creating a store. Not for a list of low quality, environmentally destructive products. And do you have this refund policy in writing somewhere, because the verbally binding agreement I'm referring to is the one Peter mentioned in the webinar I registered for that said if I wasn't happy with the fast track program I would have 14 days to ask for a refund and he was so confident in his product he was willing to give double the money back as a gesture for the trouble. I gave input to the product research team that I refused to sell anything plastic from China and they refused to give me a better product. So that's on them, not me. Do I need to involve the consumer protection agency or can we just move forward here? I don't recall any mention of needing to launch the store in order to receive a refund. Peter clearly stated he was offering double our money back no questions asked. In order to launch the store I would need to give the company more money, which I don't have. And I don't want to use the products they researched for me because I morally can not sell cheap crap to people and feel good about it.</p>
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	
Complaint Info Complaint Disposition	
Complaint Info Cross Border Complaint?	No

Record 23 of 25	
Created Date	12/12/2023
Created By	BBBDC-USER
Load Date	02/14/2024
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410020996601
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	12/12/2023
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	Peter
Company Rep Middle Name	
Company Rep Last Name	Pru
Company Rep Salutation	
Company Rep Comments	Complaint Handler
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$8238.01
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$8238.01
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	<p>I signed up for the Ecommerce Empire Builders video course program, their "Business In A Box" program &amp; their required Storefunnels web subscription in May 2023. The price that I paid to this company was for exactly 8238.01. This includes the \$997 for the video course, the Business in a Box for \$6500 and \$741.01 in monthly payments for Storefunnels.net for 11 months.</p> <p>The leaders of this program really pump you up for starting your first business, with constant promises of financial freedom.</p> <p>Members of their team gave continual false promises including access to work directly 1-on-1 with the CEO, Peter Pru, free merchandise with the program (still waiting for this) &amp; also I was told that I would get up to \$200 in Facebook ad credit from the person who onboarded me, among many other false promises.</p> <p>With hopes and promises of becoming financially free, this has been the tip of the iceberg for me having to personally enter into a debt settlement program which completely destroyed my finances as a direct result of these purchases.</p> <p>The first transaction was for the video course on 5/12/22 through Stripe payment processor for \$997, the Business in a Box Program was charged on 5/24/22 for \$6500 and from 5/25/22 to 3/25/23 I was charged 68.95 per month for the Storefunnels.net monthly subscription (except for the first 3 charges were \$54x2 and 1 charge for 12.46.) Total 741.01</p> <p>I also felt misled by numerous team members with how we ran my ads. Meetings were very short and they explained nothing all while spending approximately \$2000 of my credit card money. Whenever I had an issue, people either ghosted me or gave me a vague answer that didn't resolve my issues.</p> <p>I am requesting the 8238.01 be returned that I paid to this company because I believe that I was taken advantage of for my money.</p> <p>And being that the credit cards that they steered me to obtain are now closed, I am requesting this settlement in the form of a check or wire to a checking account.</p>
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNANSWERED. The business failed to respond to the dispute.
Complaint Info Cross Border Complaint?	No

Record 24 of 25	
Created Date	02/13/2024
Created By	BBBDC-USER
Load Date	02/15/2024
Updated By	
Updated Date	
Complaint Source	BBB DC Washington
Originator Reference Number	02410021288404
Language	English
Contact Type	Complaint
Data Source	Organization
DNC?	N
Agency Contact	External Agency
Complaint Date	02/13/2024
Transaction Date	
Member of armed forces or dependant?	
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	



Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	Ecommerce Empire Builders
Company Normalized Name	Ecommerce Empire Builders
Company Address, Line 1	
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	WEST POINT
Company Address, City Cleansed	West Point
Company Address, State Code	PA
Company Address, State Code Cleansed	PA
Company Address, State Name	Pennsylvania
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	19486
Company Address, ZIP Code Cleansed	19486
Company Address, ZIP Code Extension	
Company County	Montgomery
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	714
Company Phone, Number	3690472
Company Phone, Extension	
Company Email	
Company Website	
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	Peter
Company Rep Middle Name	
Company Rep Last Name	Pru
Company Rep Salutation	
Company Rep Comments	Complaint Handler
Complaint Info Initial Contact Method	
Complaint Info Initial Contact Date	
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	
Complaint Info Amount Paid Method	
Complaint Info Amount Requested Value Cleansed	
Complaint Info Amount Paid Value	\$997.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$997.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	
Complaint Info Law Violation Description	
Complaint Info Statute Code	
Complaint Info Statute Description	
Complaint Info Topic Code	
Complaint Info Topic Description	
Complaint Info Comments	I did a webinar January 29th, 2024 with Peter Pru where at the end he offered a 30 day double money back to guarantee. I paid for his Academy that same day for a discounted rate of \$997. I finished the first 2 modules of his Academy and due to some situation changes in my life I am no longer located somewhere with the proper Internet coverage to use this Academy. I went to get my refund and they offered some incentives to stay, and I responded ' No thank not at this time, and I don't need double my money back just what I paid' they then asked where I wanted the refund and I gave the the account I sent it from. They then proceeded to send me a questionnaire where you must complete their academy to answer which I cannot do. I responded again with I only want what I paid returned, they have not responded in 3 days. The Webinar was very misleading and at no point did they say you have to complete their academy in full to receive your money back, if they had said that I would not of purchased it. I am not looking for free money I just want what I paid back.
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	

Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	Yes
Complaint Info Complaint Disposition	UNPURSABLE. BBB is unable to locate the business.
Complaint Info Cross Border Complaint?	No

Record 25 of 25	
Created Date	04/01/2024
Created By	FTCCIS-FTCUSER
Load Date	04/01/2024
Updated By	
Updated Date	
Complaint Source	Econsumer.gov
Originator Reference Number	
Language	English
Contact Type	Complaint
Data Source	Consumer
DNC?	N
Agency Contact	Internet
Complaint Date	04/01/2024
Transaction Date	09/06/2022
Member of armed forces or dependant?	N
Consumer First Name	
Consumer Middle Name	
Consumer Last Name	
Consumer Salutation	
Consumer Address, Line 1	
Consumer Address, Line 2	
Consumer Address, Line 3	
Consumer Address, City	
Consumer Address, City Cleansed	
Consumer Address, State Code	
Consumer Address, State Code Cleansed	
Consumer Address, State Name	
Consumer Address, Country Code	USA
Consumer Address, Country Code Cleansed	USA
Consumer Address, Country Name	UNITED STATES
Consumer Address, ZIP Code	
Consumer Address, ZIP Code Cleansed	
Consumer Address, ZIP Code Extension	
Consumer County	
Consumer Federal Judicial District	
Consumer Home Phone, Country Code	
Consumer Home Phone, Area Code	
Consumer Home Phone, Number	
Consumer Work Phone, Country Code	
Consumer Work Phone, Area Code	
Consumer Work Phone, Number	
Consumer Work Phone, Extension	
Consumer Fax, Country Code	

Consumer Fax, Area Code	
Consumer Fax, Number	
Consumer Cell Phone, Country Code	
Consumer Cell Phone, Area Code	
Consumer Cell Phone, Number	
Consumer Email	
Consumer Age range	30 - 39
Consumer Military Status	
Consumer Military Station	
Consumer Complaining Company/Org	
Consumer Military Service Branch	
Company Type	Primary Company
Company Name	ecommerce empire
Company Normalized Name	ecommerce empire
Company Address, Line 1	2370 York Rd.,
Company Address, Line 2	
Company Address, Line 3	
Company Address, City	Jamison
Company Address, City Cleansed	Jamison
Company Address, State Code	
Company Address, State Code Cleansed	PA
Company Address, State Name	
Company Address, Country Code	USA
Company Address, Country Code Cleansed	USA
Company Address, Country Name	UNITED STATES
Company Address, ZIP Code	18929
Company Address, ZIP Code Cleansed	18929
Company Address, ZIP Code Extension	—
Company County	Bucks
Company Federal Judicial District	Pennsylvania - Eastern
Company Phone, Country Code	
Company Phone, Area Code	
Company Phone, Number	
Company Phone, Extension	
Company Email	peter@ecommerceempirebuilders.com
Company Website	ecommerceempirebuilders.com
Company Subject ID Type Code	
Company Subject ID Type Name	
Company Subject ID Issuing State Code	
Company Subject ID Issuing State Name	
Company Subject ID Issuing Country Code	
Company Subject ID Issuing Country Name	

Company Recipient Bank Account Name	
Company Recipient Bank Payment Method	
Company Recipient Bank Payment Date	
Company Recipient Bank Amount Paid	
Company Recipient Bank Amount Paid Cleansed	
Company Rep First Name	anthony
Company Rep Middle Name	
Company Rep Last Name	empire
Company Rep Salutation	
Company Rep Comments	recruiter
Complaint Info Initial Contact Method	Phone Call
Complaint Info Initial Contact Date	09/06/2022
Complaint Info Initial Response Method	
Complaint Info Initial Response Date	
Complaint Info Amount Requested Method	
Complaint Info Amount Requested Value	\$12000.00
Complaint Info Amount Paid Method	Credit Card
Complaint Info Amount Requested Value Cleansed	\$12000.00
Complaint Info Amount Paid Value	\$12000.00
Complaint Info Product Service Code	4006
Complaint Info Amount Paid Value Cleansed	\$12000.00
Complaint Info Product Service Description	Business & Work-at-Home Opportunities
Complaint Info Law Violation Code	DDM
Complaint Info Law Violation Description	Deception/Msrepresentation
Complaint Info Statute Code	P
Complaint Info Statute Description	FTC Act Sec 5 (BCP)
Complaint Info Topic Code	
Complaint Info Topic Description	

Complaint Info Comments	<p>Subject: Dispute Regarding Extortion and Refund Request - Case Against Ecommerce Empire</p> <p>Dear eConsumer.gov Team, I am writing to formally dispute and report an incident involving a business named Ecommerce Empire, which has engaged in unethical and potentially illegal practices that have caused financial harm and distress. The details of the dispute are as follows:</p> <p>Business Name: Ecommerce Empire</p> <p>Initial Contact Date: September 5, 2022</p> <p>Issue: Extortion and Refund Denial</p> <p>I was initially contacted by Ecommerce Empire on September 5, 2022, with promises of profitable opportunities in e-commerce. However, my experience with Ecommerce Empire turned out to be highly unfavorable, bordering on extortion. Despite the assurances and claims made by Ecommerce Empire, I did not experience any profitability or success with their services. Upon realizing the lack of results and the discrepancy between their promises and the actual outcome, I promptly requested a refund within two weeks of engaging with them. Instead of addressing my refund request in good faith, Ecommerce Empire resorted to intimidation tactics by involving a lawyer and presenting a contract that heavily favored their interests. This coercive behavior not only prevented me from obtaining a rightful refund but also left me feeling exploited and victimized. The actions of Ecommerce Empire have not only resulted in financial loss but also caused emotional distress and frustration. Their refusal to acknowledge the failure of their services and their aggressive response to my refund request demonstrate a clear disregard for fair business practices and consumer rights. I urge eConsumer.gov to investigate this matter thoroughly and take appropriate action against Ecommerce Empire for their unethical conduct. I am seeking resolution in the form of a full refund of the amount paid to Ecommerce Empire, as well as accountability for their deceptive practices and intimidation tactics. Thank you for your attention to this matter. I look forward to your assistance in resolving this dispute and holding Ecommerce Empire accountable for their actions.</p>
Complaint Info Additional Comments	
Complaint Info CRA Dispute Flag	
Complaint Info CRA Dispute Responded	
Complaint Info CRA Dispute Resolved	
Complaint Info Complaint disposition provided?	
Complaint Info Complaint Disposition	
Complaint Info Cross Border Complaint?	No

# Attachment K





100 S. Mill Ave., Suite 1600, Tempe, AZ 85281

April 23, 2024

Ryan A. McAuliffe  
Federal Trade Commission  
600 Pennsylvania Avenue, NW, Mailstop CC-6316  
Washington, DC 20580

Re: *ecommerceempirebuilders.com*....  
GDG Ref No. 24-75097

Dear Mr. McAuliffe:

Please consider this GoDaddy.com, LLC's official response to the Subpoena issued by the Federal Trade Commission. In response to that Subpoena, we are herewith producing approximately eight hundred thirty-nine (839) pages of documents which have been Bates labeled as GD 000001 through GD 000839. These documents contain confidential, proprietary, trade secret, and/or private information that warrants special protection from public disclosure and from use for any purpose other than prosecuting or defending the action in which the subpoena is served. It is imperative that any documents designated "CONFIDENTIAL" receive confidential treatment. Confidential treatment includes: (1) limiting access to these documents to the parties in this litigation, their agents, and the court and its personnel; (2) taking the procedural steps necessary to file under seal any portion of any submission to the court that refers to or incorporates these documents; and (3) destroying all CONFIDENTIAL documents included in this production, including copies thereof, within 60 days after the final disposition of the action in which the subpoena is served. More information can be found in GoDaddy's Subpoena Policy/Attorney Tips, available on our Legal page. You should assume that if categories of documents called for in the subpoena are not included in the produced documents, GoDaddy.com has no responsive documents for such categories.

We have also enclosed an executed Certificate of Authenticity.

If we can assist further, please do not hesitate to contact me via email at [compliancemgr@godaddy.com](mailto:compliancemgr@godaddy.com).

Very truly yours,

GODADDY.COM, LLC

A handwritten signature in blue ink, appearing to read 'Kimberly A. Groff', written over the printed name.

Kimberly A. Groff  
Sr. Paralegal

Enclosure

**CERTIFICATE OF AUTHENTICITY  
OF  
BUSINESS RECORDS**

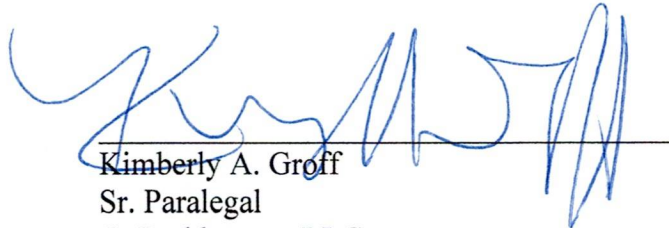
I, Kimberly A. Groff, declare, pursuant to Title 28, U.S.C. § 1746, that I am employed by GoDaddy.com, LLC, and that my office title or position is Sr. Paralegal. I further declare that I am a custodian of records of said business and that each of the records attached hereto is the original or a duplicate (exact photocopy) of an original record in the custody of GoDaddy.com, LLC.

I further state that:

1. Such records were made, at or near the times of the occurrence of the matters set forth by (or from information transmitting by) a person with knowledge of those matters;
2. such records are kept in the course of a regularly conducted business activity;
3. the business activity made such records as a regular practice; and
4. if such records are not the originals, such records are duplicates of the originals.

I declare under penalty of perjury the forgoing is true and correct.

Dated this 23<sup>rd</sup> day of April 2024.



Kimberly A. Groff  
Sr. Paralegal  
GoDaddy.com, LLC.  
100 S. Mill Ave., Suite 1600  
Tempe, AZ 85281

**Shopper Info for Shopper ID 27951641**

Shopper ID: 27951641  
Private Label ID: 1  
Login Name: pruspeter  
First Name: Peter  
Last Name: Pru  
Company:  
Address1: [REDACTED]  
Address2:  
City: [REDACTED]  
State/Prov: [REDACTED]  
Postal Code: [REDACTED]  
Country: US  
Phone Work: [REDACTED]  
Phone Home:  
Mobile:  
Fax:  
Email: [REDACTED]  
Date Created: 5/10/2009 2:59:36 PM  
Last Changed By Date: 1/28/2024 3:37:07 PM  
Fraud: Verified by Fraud Dept - Customer OK  
Twitter Handle:

Domain Name	Status	Created	Expires	Order ID
WEBCAMSAMERICA.INFO	8 Cancelled	5/10/2009	5/10/2010	168692297
BESTSELFHEALTH.COM	8 Cancelled	5/29/2009	5/29/2011	172102870
NETWORKING-LINK.COM	8 Cancelled	3/28/2013	6/30/2019	530224379
BESTSLOWCOOKER.US	8 Cancelled	10/16/2013	10/15/2014	607160785
GOLFCLUBSCENTER.COM	8 Cancelled	7/12/2014	6/30/2019	710667646
instantcoffeeguide.com	220 DNSInfo - Inactive	7/24/2014	n/a	
INSTANTCOFFEECENTER.COM	8 Cancelled	7/24/2014	6/1/2018	715429773
BESTLUGGAGECENTER.COM	8 Cancelled	3/24/2015	6/1/2018	809513456
worthinreviews.com	8 Cancelled	10/7/2015	6/1/2017	885952139
flagfootballstars.com	8 Cancelled	10/23/2015	6/1/2017	892464525
junglestars.com	8 Cancelled	2/10/2016	6/1/2017	935912378
staractivesports.com	8 Cancelled	5/4/2016	6/30/2019	971489301
nationalanglersassociation.com	8 Cancelled	11/1/2016	6/30/2019	1047085458
nationalanglers.com	220 DNSInfo - Inactive	3/11/2017	n/a	
nationalanglersassociation.blog	8 Cancelled	3/13/2017	3/13/2019	1104951464
subscriptionempirebuilders.com	8 Cancelled	4/17/2017	6/30/2019	1121261721
luckyinwine.com	8 Cancelled	6/21/2017	6/30/2022	1150598846
primallures.com	8 Cancelled	7/5/2017	7/5/2018	1156712954
maryjmonthly.com	8 Cancelled	8/8/2017	8/8/2018	1172317634
bulkboxbaits.com	8 Cancelled	8/17/2017	8/17/2019	1176364552
bulkbaitcrate.com	8 Cancelled	8/17/2017	8/17/2018	1176377593
bulkboxbaits.co	8 Cancelled	9/4/2017	9/3/2018	1184609684
ecommerceempirebuilders.com	0 Active	10/21/2017	10/21/2024	1206411727
junglestars.com	220 DNSInfo - Inactive	2/21/2018	n/a	
joinsff.com	8 Cancelled	2/24/2018	2/24/2020	1269400799
empireoctane.com	8 Cancelled	4/24/2018	4/24/2019	1298807615
sffjoin.com	8 Cancelled	4/25/2018	4/25/2019	1299479553
peterpru.com	0 Active	5/10/2018	5/10/2024	1306573854
empirearmy.com	8 Cancelled	5/12/2018	5/12/2022	1307491054
empireactivate.com	8 Cancelled	5/17/2018	5/17/2019	1309868968
empiresurge.com	8 Cancelled	5/17/2018	5/17/2019	1309868968
empirebuilder.shop	8 Cancelled	8/15/2018	8/15/2019	1353216638
empirebuilders.shop	8 Cancelled	10/2/2018	10/2/2020	1376758263
empirebuilders.io	8 Cancelled	10/2/2018	10/2/2020	1376758579
funnelsandecom.com	8 Cancelled	3/15/2019	3/15/2022	1461893296
ecomandfunnels.com	8 Cancelled	3/15/2019	3/15/2022	1461895047
untappedfocus.com	8 Cancelled	3/19/2019	3/19/2023	1463921897
ecommerceempireacademy.com	8 Cancelled	4/8/2019	4/8/2023	1474617437
ecommerceempirebuilder.com	0 Active	4/8/2019	4/8/2024	1474617437

PX1

FTC-000234



Domain Name	Status	Created	Expires	Order ID
expertempireacademy.com	8 Cancelled	4/8/2019	4/8/2022	1474617437
affiliateempireacademy.com	8 Cancelled	4/8/2019	4/8/2022	1474617437
yourempirestartsnow.com	8 Cancelled	4/8/2019	4/8/2022	1474619263
emailempireacademy.com	8 Cancelled	4/24/2019	4/24/2020	1482756402
highticketaffiliateacademy.com	8 Cancelled	5/3/2019	5/3/2020	1487219203
highticketempireacademy.com	8 Cancelled	5/3/2019	5/3/2020	1487219203
unleashyourempire.com	8 Cancelled	5/15/2019	5/15/2020	1493437061
bassbaitsrus.com	8 Cancelled	5/16/2019	5/16/2020	1493961168
untappedformulas.com	8 Cancelled	7/11/2019	7/11/2022	1522285881
untappedgreens.com	8 Cancelled	7/11/2019	7/11/2022	1522285881
beuntapped.com	8 Cancelled	7/11/2019	7/11/2020	1522285881
untappedsupplements.com	0 Active	7/11/2019	7/11/2024	1522285881
untappedbrand.com	8 Cancelled	7/12/2019	7/12/2022	1522696179
etsysellersecrets.com	8 Cancelled	7/13/2019	7/13/2020	1523228694
joineea.com	8 Cancelled	7/16/2019	7/16/2023	1524573669
eebjv.com	8 Cancelled	7/16/2019	7/16/2022	1524723646
ecommden.com	8 Cancelled	8/27/2019	8/27/2020	1546410268
creditcardsforecommerce.com	8 Cancelled	9/1/2019	9/1/2020	1548720032
creditcardsforecom.com	8 Cancelled	9/1/2019	9/1/2020	1548720032
ecommpirebuilder.com	8 Cancelled	9/6/2019	9/6/2023	1551216313
ecommpirebuilders.com	8 Cancelled	9/6/2019	9/6/2023	1551216313
ecommpirebuilder.com	8 Cancelled	9/6/2019	9/6/2023	1551216313
onlineempireacademy.com	8 Cancelled	9/20/2019	9/20/2020	1558584260
passionempireacademy.com	8 Cancelled	9/20/2019	9/20/2020	1558584260
ecomempirebook.com	8 Cancelled	9/25/2019	9/25/2023	1561034235
ecommerceempireplaybook.com	8 Cancelled	9/25/2019	9/25/2022	1561034235
callpeterpru.com	0 Active	9/25/2019	9/25/2024	1561034235
theempirebuilders.co	8 Cancelled	10/3/2019	10/3/2020	1565056433
ecomstarterpack.com	8 Cancelled	2/7/2020	2/7/2023	1630352176
theatlasmastermind.com	8 Cancelled	2/18/2020	2/18/2023	1636257212
empirecreditrepairs.com	8 Cancelled	4/4/2020	4/4/2021	1662574901
empireloanservices.com	8 Cancelled	4/4/2020	4/4/2021	1662595756
empirebuilderservices.com	8 Cancelled	4/4/2020	4/4/2021	1662665894
ecomrabbit.com	0 Active	4/22/2020	4/22/2024	1670782632
empirepartnernetwork.com	8 Cancelled	7/20/2020	7/20/2022	1720382917
emailempireacademy.com	8 Cancelled	7/24/2020	7/24/2022	1722654116
expertempirebuilders.com	8 Cancelled	8/1/2020	8/1/2022	1726287854
ecommerceempirebook.com	8 Cancelled	10/22/2020	10/22/2023	1766873746
ecomcheetah.com	8 Cancelled	11/5/2020	11/5/2023	1773269480

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**Domain List - All for Shopper ID 27951641**

Domain Name	Status	Created	Expires	Order ID
storefunnels.net	0 Active	2/21/2021	2/21/2025	1826640211
storefunnels.co	0 Active	2/21/2021	2/21/2025	1826461091
empireplr.com	0 Active	1/31/2022	1/31/2025	1869593863
ecommerceempireventures.com	0 Active	8/16/2022	8/16/2024	2290952241
untappedsupps.com	8 Cancelled	9/10/2022	9/10/2023	2313984932
pruandgulshan.com	8 Cancelled	11/4/2022	11/4/2023	2366740609
digitalempirebuilders.co	0 Active	12/15/2023	12/15/2024	2846928827
petep.ru.com	0 Active	1/7/2024	1/7/2025	2879187805
outsourceandexit.com	0 Active	1/28/2024	1/28/2025	2911090749

Shopper ID:	27951641
Domain Name:	ecommerceempirebuilders.com
Registrar:	GoDaddy.com, LLC
Registration Period:	1
Create Date:	10/21/2017 12:31:51 PM
Expiration Date:	10/21/2024 12:31:51 PM
Update Date:	10/22/2023 1:34:21 PM
Transfer Away Eligibility Date:	
Status:	0 Active
Is Certified Domain:	False
Gaining Registrar Name:	GoDaddy.com, LLC
Transferred Away Date:	
Last Modified:	10/22/2023 11:34:22 AM
Custom DNS:	No
Name Servers:	lily.ns.cloudflare.com pete.ns.cloudflare.com
Auto Renew:	Yes
Renew Period:	0

### **Registrant Contact**

Name: Registration Private  
Company: Domains By Proxy, LLC  
Email: ecommerceempirebuilders.com@domainsbyproxy.com  
Address 1: DomainsByProxy.com  
Address 2: 2155 E Warner Rd  
City: Tempe  
State/Province: Arizona  
Postal Code: 85284  
Country: United States  
Phone: +1.4806242599  
Fax:  
Modify Time: 4/2/2019 2:29:26 PM

### **Technical Contact**

Name: Registration Private  
Company: Domains By Proxy, LLC  
Email: ecommerceempirebuilders.com@domainsbyproxy.com  
Address 1: DomainsByProxy.com  
Address 2: 2155 E Warner Rd  
City: Tempe  
State/Province: Arizona  
Postal Code: 85284  
Country: United States  
Phone: +1.4806242599  
Fax:  
Modify Time: 4/2/2019 2:29:26 PM

### **Administrative Contact**

Name: Registration Private  
Company: Domains By Proxy, LLC  
Email: ecommerceempirebuilders.com@domainsbyproxy.com  
Address 1: DomainsByProxy.com  
Address 2: 2155 E Warner Rd  
City: Tempe  
State/Province: Arizona  
Postal Code: 85284  
Country: United States  
Phone: +1.4806242599  
Fax:  
Modify Time: 4/2/2019 2:29:26 PM

### **Billing Contact**

Name: Registration Private  
Company: Domains By Proxy, LLC  
Email: ecommerceempirebuilders.com@domainsbyproxy.com  
Address 1: DomainsByProxy.com  
Address 2: 2155 E Warner Rd  
City: Tempe  
State/Province: Arizona  
Postal Code: 85284  
Country: United States  
Phone: +1.4806242599  
Fax:  
Modify Time: 4/2/2019 2:29:26 PM



## Domain Forwarding for Shopper ID 27951641

**ecommerceempirebuilders.com**

### Redirect Informaton

Sub Domain: whitelabel  
Redirect Status: active  
Redirect URL: <http://ecommerceempirebuilders.com>  
Create Date/Time: 2/28/2018 8:03:49 PM  
Modify Date/Time: 2/28/2018 8:03:49 PM  
Server: P3PWDCCWEB09  
Redirect Type: 301  
Meta Data Title:  
Meta Data Description:  
Meta Data Keyword:

**Contact Audit History****ecommerceempirebuilders.com**

Modified	Origin	Note
6/5/2023 8:14:10 AM	set dbpAddressID - 09/10/2021 23:26:02	Billing: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599
6/5/2023 8:14:10 AM	set dbpAddressID - 09/10/2021 23:26:02	Registrant: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599
6/5/2023 8:14:10 AM	set dbpAddressID - 09/10/2021 23:26:02	Technical: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599
6/5/2023 8:14:10 AM	set dbpAddressID - 09/10/2021 23:26:02	Administrative: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599
9/10/2021 11:26:03 PM	set dbpAddressID - 09/10/2021 23:26:02	Billing: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
9/10/2021 11:26:03 PM	set dbpAddressID - 09/10/2021 23:26:02	Registrant: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
9/10/2021 11:26:03 PM	set dbpAddressID - 09/10/2021 23:26:02	Technical: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
9/10/2021 11:26:03 PM	set dbpAddressID - 09/10/2021 23:26:02	Administrative: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/28/2021 12:01:24 PM	dbp address change	Billing: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/28/2021 12:01:24 PM	dbp address change	Registrant: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/28/2021 12:01:24 PM	dbp address change	Technical: Registration Private Domains By Proxy, LLC

**PX1****FTC-000240****CONFIDENTIAL**

GD 000063

**Contact Audit History****ecommerceempirebuilders.com**

Modified	Origin	Note
		DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/28/2021 12:01:24 PM	dbp address change	Administrative: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/14/2021 11:19:43 AM	RegDBPBillingSvc Insert Domain By Proxy contact information	Billing: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/14/2021 11:19:43 AM	RegDBPBillingSvc Insert Domain By Proxy contact information	Registrant: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/14/2021 11:19:43 AM	RegDBPBillingSvc Insert Domain By Proxy contact information	Technical: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598
6/14/2021 11:19:43 AM	RegDBPBillingSvc Insert Domain By Proxy contact information	Administrative: Registration Private Domains By Proxy, LLC  DBP@domainsbyproxy.com  DomainsByProxy.com 2155 E Warner Rd   Tempe Arizona 85284 United States  +1.4806242599 +1.4806242598

**PX1****FTC-000241****CONFIDENTIAL**

GD 000064

**Legal Receipt for Shopper ID 27951641**

Shopper ID: 27951641  
 Receipt ID: 2772146581  
 ProgId: GoDaddy  
 SiteUrl: http://registrar.godaddy.com  
 Date (Local AZ): 10/22/2023 11:34:15 AM  
 Source Code: ROHB from\_app: wsc\_dr

**Shipping Information**

Peter Pru

[REDACTED]

[REDACTED]

Daytime Phone: [REDACTED]

[REDACTED]

**Billing Information**

Peter Pru

[REDACTED]

[REDACTED]

Daytime Phone: [REDACTED]

[REDACTED]

**Transaction Occurred as: United States Dollar (USD)****Payment 1: \$42.57**

Paid: Credit Card  
 Processor: AMEXDirect-GD  
 Name: Peter Pru  
 Creditcard Number: [REDACTED] 1009  
 Creditcard Information: AMEX Exp. [REDACTED]

Our Charges will appear on their credit card statement in the name "GODADDY.COM"

Row	Label	Name	Unit Price	Today's Price	ICAN N Fee	Qty	Extra Disc.	Total Price
1	10101-1	.COM Domain Name Renewal - 1 Year (recurring) Length: 1 Year(s) Domain: ecommerceempirebuilders.com	\$21.99	\$21.99	\$0.18	1	\$0.00	\$22.17
2	1307405-1	Full Domain Privacy and Protection - Renewal Length: 1 Year(s) Domain: ecommerceempirebuilders.com	\$12.99	\$12.99	\$0.00	1	\$0.00	\$12.99
3	867687-1	Email Essentials - Renewal - monthly Length: 1 Month(s) Domain:	\$6.99	\$6.99	\$0.00	1	\$0.00	\$6.99
<b>Subtotal</b>		<b>Shipping &amp; Handling</b>	<b>Tax</b>			<b>Total</b>		
\$42.15		\$0.00	\$0.42			\$42.57		